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Request any forms needed from New York  
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Refer to any IBS department(s) for  
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I291





IBS MUSIC HALL - SERIES C

1. Weber: Der Freischutz, Overture  
Beethoven: Symphony No. 8 in F Major, Op. 93  
Hindemith: Mathis der Maler, Symphony
2. Mozart: Concerto in E<sup>b</sup> Major for Two Pianos and Orchestra, K. 365  
Brahms: Symphony No. 3 in F Major, Op. 90
3. Barber: Essay for Orchestra  
Franck: Symphonic Variations for Piano and Orchestra  
Stravinsky: The Rite Of Spring
4. Handel: Water Music  
Schubert: Symphony No. 5 in B<sup>b</sup> Major  
Strauss: Till Eulenspiegels Lustige Streiche
5. Moussorgsky's: Pictures At An Exhibition  
Rachmaninoff: Rapsodie On A Theme Of Paganini
6. Mozart: The Abduction From The Seraglio, Overture, K. 384  
Concerto No. 4 in D Major for Violin and Orchestra, K. 218  
Symphony No. 39 in E<sup>b</sup> Major
7. Mendelssohn: The Hebrides (Fingal's Cave) Overture  
Beethoven: Symphony No. 4 in B<sup>b</sup> Major, Op. 60  
Wagner: Siegfried Idyll
8. Beethoven: Sonata No. 23 in F Major (Appassionata)  
Schubert: Trio No. 1 in B<sup>b</sup> Major
9. Bach: Brandenburg Concerto No. 2 in F Major  
Schumann: Symphony No. 4 in D minor, Op. 120  
Tchaikowsky: Overture Solenne "1812"
10. Haydn: Symphony No. 103 in E<sup>b</sup> Major ("Drum Roll")  
Shostakovitch: Symphony No. 1 in F Major, Op. 10
11. Berlioz: Roman Carnival Overture, Op. 9  
Mozart: Concerto No. 20 in D Minor for Piano and Orchestra, K. 466  
Brahms: Variations On A Theme Of Haydn, Op. 56a
12. Respighi: The Birds  
Sibelius: Symphony No. 7 in C Major, Op. 105  
Ravel: Daphnis Et Chloe (Suite No. 2)
13. Bach: Suite for Orchestra No. 3 in D Major  
Haydn: Symphony No. 97 in C Major  
Beethoven: Leonore Overture No. 3, Op. 72a
14. Brahms: Academic Festival Overture, Op. 81  
Concerto No. 1 in D minor for Piano and Orchestra, Op. 15
15. Tchaikowsky: Serenade in C Major for Strings, Op. 48  
Prokofieff: Concerto No. 1 in D Major for Violin and Orchestra, Op. 19  
Dukas: The Sorcerer's Apprentice



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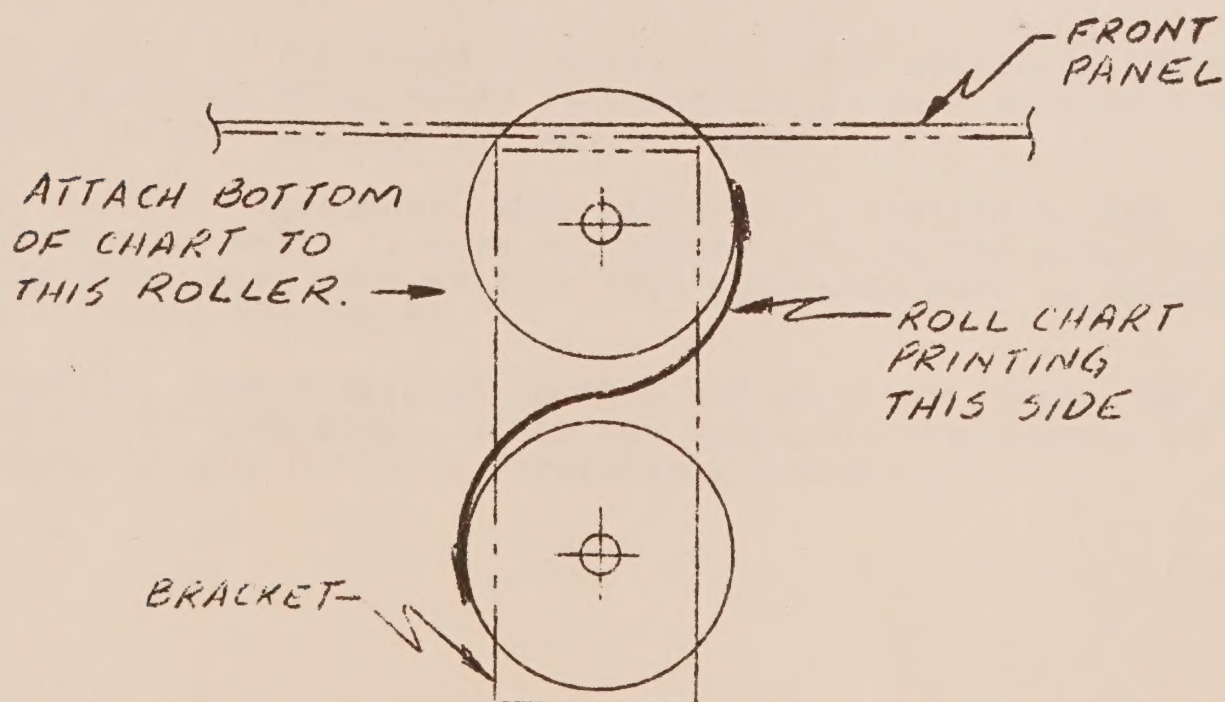
## ROLL CHART REPLACEMENT

The following steps should be taken to replace the roll chart:

1. Unfasten and lift out the panel assembly from the cabinet.
2. Remove the four screws which hold the roll chart bracket to the front panel.
3. When the bracket is removed, pull the ends of the bracket to release both rollers.
4. Remove the old chart and any excess tape from the rollers.
5. Fasten the bottom end of the new chart to one roller with good quality adhesive tape. The printed surface of the chart must face away from the roller.
6. Wind the chart onto the roller carefully, being certain it does not wrinkle or bind on the side wheels.
7. Place the other roller under the one on which the chart is wound so that adjacent gears mesh.
8. Pass the top end of the chart through the opening between the rollers and fasten it to the surface of the lower roller (pull the chart tight onto the lower roller before fastening).
9. With the damper spring to your left, insert the pair of rollers onto the bracket with the full roller toward the open end, which when mounted is closest to the panel. (The printing on the roll chart must be right-side up).
10. Remount the bracket to the front panel.
11. Finally, check to see that turning the wheels to roll the chart through its entire length does not cause any binding on the wheels or the chart paper. If any problem occurs refer to the diagram below.

### FINAL NOTE

This addenda supersedes all previous mention of new chart installation methods including those printed in your Instruction Manual.





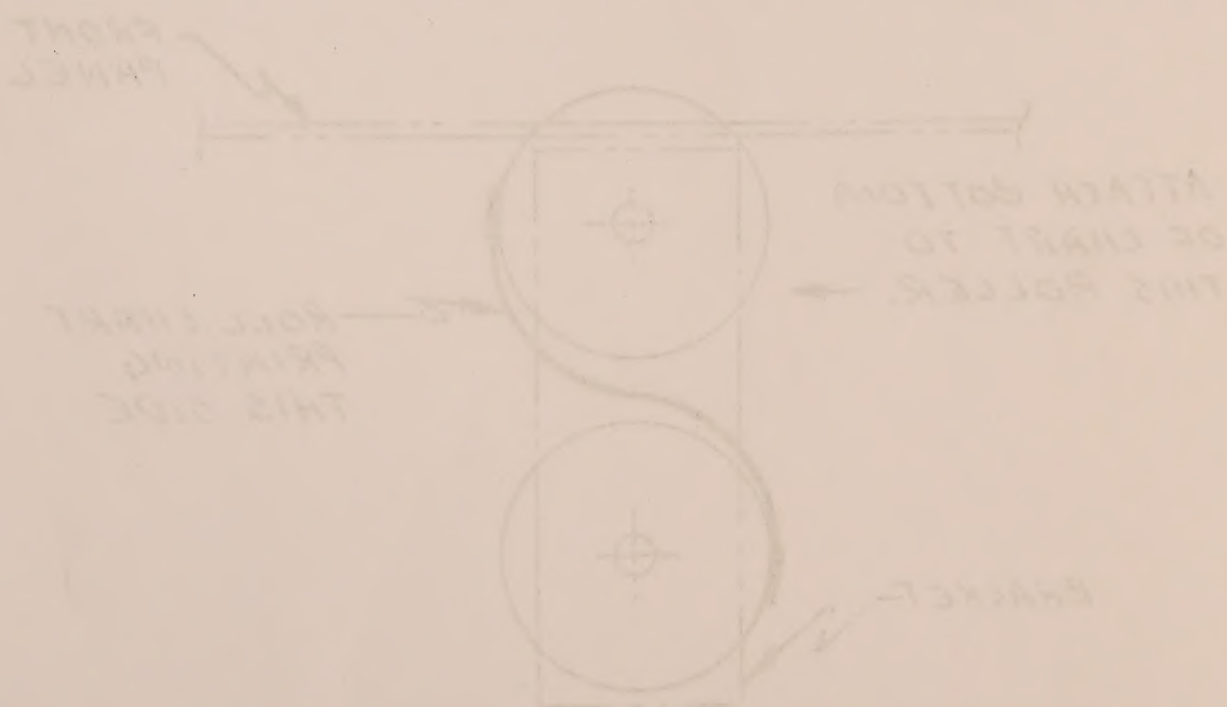
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Radio Station WNBH  
New Bedford, Mass.  
November 19, 1945

TO ALL IBS STATION MANAGERS:

During the past year, IBS has expanded its operations about 1000%. In view of the prospects for revenue from the member stations which own it, this was a risky and extravagant move. Furthermore, with the exception of Dave Linton's field work, these expensive operations have shown meager results to the stations now paying \$15,000 a year for them.

It is imperative, therefore, that we adopt immediately provisions governing the appropriation of money to IBS. Such provisions will complement those in the new constitution which govern expenditure of the money on behalf of the members who earn it.

For years stations have turned over to IBS an automatic 20% of all revenue derived from the sale of time to national advertisers. The obvious trouble with such a plan is that the amount so appropriated bears little necessary relation to the amount needed, and apparently no relation to services rendered.

Another trouble is that the colleges invariably confuse these appropriated funds with the commissions due to agencies and to IBSR. This will soon be corrected, in part, by writing new contracts to show the whole value of the contract. This value will correspond to the published IBS rate for your station. All deductions which IBSR makes from your regular national advertising checks will be clearly noted on monthly statements.

For your information, in case these deductions still confuse you, here is a summary:

- (1) By action of the Board of Governors, IBSR withholds 20% of the contract value which it transfers in your name to IBS. This is your payment for IBS services.
- (2) By contract agreement, IBSR withholds a legitimate 15% commission which it pays the agency placing the advertising order with your station (but only when such an agency has placed the order).
- (3) Finally, IBSR withholds another 15% which it keeps. This is all it does keep. It is the legitimate commission it earns as your national advertising representative.



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New Bedford, Mass.  
November 19, 1945

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Here is my plan to govern appropriations.

One sensible way to finance IBS will be to appropriate not a fixed portion of the revenue earned by each station, but the exact amount to be spent or placed on reserve during the period in question. In other words, to pay as we go.

Let's see how this would work. Suppose the Governing Council wants to employ two executives and a stenographer, operate a very limited network, send out so much publicity, acquire certain technical equipment, and run a survey. The Council might set up the following budget:

Salaries	\$ 6,240
Network	5,200
Publicity	800
Equipment	1,145
Survey	250
Office rental	1,300
Office supplies	180
Miscellaneous	100
	<hr/>
	15,215

Having arrived at this total, suppose the Council feels it can tax each station a little more, and so it decides to set aside an additional sum to add to its reserve:

Operations	\$15,215
Reserve	<hr/> 785
	\$16,000

The Council then approves these appropriations. The money is collected month by month from the stations by the method now used -- it is withheld by IBSR from the national advertising checks and turned over to IBS. The proportion of the amount which each station must pay -- its share of the appropriation -- can, as in the past, be based upon the value of its national advertising, or upon its total revenue, its listener coverage, or any other yardstick deemed fair and equitable.

The Council can, in any month, increase or decrease the budget. Each station will then pay more or less accordingly. But new or cancelled contracts during the year will not affect the payment, inasmuch as the station pays only a fixed percentage of the budget, and this percentage will be adjusted no more frequently than once a year.

Study this plan. If you approve it, I urge you to instruct your representative at this week's meeting to act on it NOW, before IBS becomes bankrupt.

Cordially,

TOM WERTENBAKER



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OCTOBER 1946

# IBS BULLETIN

*Research*



"THIS IS THE INTERCOLLEGIATE BROADCASTING SYSTEM"

30¢ Per Copy \$2.50 Per Year



Editor:  
Sonia-Jane Brown

# I. B. S. BULLETIN

Volume VII Number 2

(Published monthly except in July and September, by the Intercollegiate  
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THE COVER: Harriet Linton, Research Director, is shown in a symbolic setting, surrounded by the tools of the trade. Top to bottom: Key Punch, which records information on cards; Sorting and Tabulating Machine, which counts and sorts cards; and Computing Machine, for figuring percentages and correlations.

### Officers of the Intercollegiate Broadcasting System:

George Abraham, Chairman  
David Borst, Technical Manager  
David Linton, Program Manager  
Sonia-Jane Brown, Station Relations  
Manager  
Alan Rich, Music Director  
Harriet Linton, Research Director  
Kurt Shell, Director of International  
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Paul Yergin, Assistant Technical Manager  
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Thomas J. Wertenbaker



# Heavy Promotion Marks Fall Preems

Promotion for fall broadcasts hit a new high this year, with Columbia's WKCR, WYBC at Yale, WVBR at Cornell, Princeton's WPRU, WES of Wesleyan, and WSRN Swarthmore hitting on new schemes and going all-out to capture listener interest and attract staff members.

The Columbia campus station, newly-renamed WKCR, is hitting on all six with a big premiere broadcast and attendant publicity. The broadcast was purposely delayed several days after the start of the semester, to let the overflow of students at the University become acquainted with the station, and to allow time for a good publicity job.

WKCR's program, TOUCHDOWN, was presented on October 3, and oriented towards the Columbia-Navy game which took place the following Saturday. TOUCHDOWN was an original variety show, written by a staff headed by Arline Newfield, and produced by Tak Kako, WKCR's Program Manager.

TOUCHDOWN was presented to a capacity audience at Columbia's MacMillan Theater. Special engraved invitations were issued to Columbia faculty and administrative officers, alumni and friends of the station, and the IBS New York office staff. The remainder of the audience was attracted by posters distributed all over the Columbia campus. The program featured four attractive and talented girl singers, a crooner, and a fifteen piece band. The story of the program followed the football theme, with musical selections highlighting the comedy. Special emphasis was put on the station's new call letters, to insure proper future identification.

Up in Ithaca, WVBR Cornell is using a continuing promotion campaign to attract listeners to the station and to acquaint old

students with the station's newly changed call letters. Promotion plans have been on the fire all summer under the direction of Joel Chaseman and Anatole Browde. All members of the WVBR staff are wearing lapel buttons (like political campaign buttons) with the station's call letters and frequency displayed. In addition, the station is distributing blotters, with the call letters in bright red colors, two inches high, to some 5000 students on the campus.

The blotters were chosen because they are a comparatively permanent reminder of the station. During the first week of school, a fifteen by three foot banner of canvas, painted on both sides, will be stretched between two campus buildings, telling of the new call letters.

The staff of WYBC, Yale, decided on a spectacular stunt to attract the attention of the student audience. In the first week of school, they hired a cow from a local farmer. Heelers (tryouts for staff jobs) in the Public Relations Department prepared two large banners for Bossie's back: one read MOOSIC FOR YOUR LISTENING PLEASURE, and the other WYBC HAS THE CREAM IN MOOSIC. Staff members paraded the cow around the campus for several days, and report that a large amount of interest was aroused by their stunt.

Through the years Princeton has found its most effective means of getting an audience and a staff in the coincident running of feature stories about WPRU, ads for staff members, and program schedules in the campus paper. This highly effective campaign was renewed this year, with gratifying results.

(continued on page 12)



# How To

# Choose Announcers

by Mackie Quave

The Program Manager of the usual standard broadcast station is lucky if he has a half dozen men on his announcing staff. The average number is four and they are called on to perform every announcing chore. A standard station, operating on a limited budget, must use a few announcers who can switch personalities, who are "Chameleons of the mike."

The jolly lad who calls forth the late sleepers at eight in the morning, may also attempt to be the dignified, formal emcee on the "Patio Concert" at tea time. The newscaster who reads bulletins in a crisp, staccato manner, is also the rich-voiced "poet" whose pear-shaped tones waft the bobby-soxer and dowager away to pleasant dreams on "The Music of Words."

While the ability of an announcer to "double" must not be played down, the use of a variety of voices and personalities perfectly suited to the program type will increase the audience and create greater interest in the station. The campus station has the advantage of an entire student community from which to choose its voices. The Program Manager should make every effort to get the best.

Arrange a personal chat with the aspiring announcer. Note his natural voice, and compare it with his microphone voice, which should be free from affectation. Choose cosmopolitan speakers whose accents are equally pleasing to Pennsylvanians and Carolinians, Californians and Minnesotans. Make a distinction between those with good diction and overprecise enunciation. Listen carefully for slurred vowels and omitted consonants. Insist on faultless pronunciation. Eliminate provincial voices and those that are brittle and nasal. Welcome resonant tones, but beware of over-resonance. Voices like the latter soon become boring and tiresome. An adept Program Manager can recognize good material in less

than a minute. Beware the lad who has had "a little radio work" on the local station; he may have acquired a number of bad speaking habits. If his voice is good, take pains to correct his faults.

Always listen to auditions—never watch them. Sometimes a handsome profile bears a deadpan voice. You may be influenced by appearance alone. Have your operator pipe the audition to you in a location where you may hear the applicant as the average listener would hear him, or listen in the control room without watching the tryout.

Announcers may be broken down into the following general classifications: News, Commercial, Sport, Special Events, Popular Disc Jockeys, Classical DJs, and Interviewers. Prepare audition material that will be suited to each division, with due regard to the specialities of your station.

News auditions should be prepared from today's news. Don't use material that came from the printer last week or a month ago. A news reader should have good pacing. He must not rush through the first two pages of material, slow to a snail's pace on the third, and pick up speed on the fourth. He should know the correct pronunciation of places and proper names, enunciate them distinctly and without hesitation. He will allow a brief pause between bulletins, and phrase properly to convey understanding.

The commercial announcer should be given a variety of announcements. Include a time signal, an institutional spot about the local department store, and several pieces of copy calling in turn for punch and enthusiasm, straight from the shoulder talk to the masculine audience, and a wistful appeal to the distaff side. Note the commercial announcer's selling power. When he says, "Smith's Lotion makes hands soft and smooth," do you want to buy a vial tonight? Is your first thought when next op-



ening your tobacco pouch "a Lord Fauntleroy Pipe that filters the bite" out of 10¢ tobacco? If your answer is "yes!" place that man on your staff immediately.

The commercial man should have perfect control over inflection and interpretation. He should be bright and sparkling when his copy indicates; smooth, subtle and deliberate when required. Watch that his delivery is not sing-song, nor overenthusiastic.

A sports announcer should be auditioned by sending him to a sports event and listening to his on-the-spot account. A good man will call plays as fast or faster than the spectators can follow them. If he lags, so that you catch the crowd reaction thru the speaker before he tells what happened, cross him off your list. His play-by-play account should be rapid, clear, and accurate. Voice does not matter particularly if he knows his sports but he should never be used on other shows. Fine sportscasting calls for much study of the game, the teams and their players. It's a full time job.

Ask the Special Events man to describe ad-lib, without notes, a recent campus event which he witnessed. His description should be so vivid and clear that you are immediately transported to the scene. His account must be replete with colorful adjectives and verbs to make a continuously shifting picture, focussing on the highlights and sidelights for complete human interest. Better still, let him do an audition of an actual campus happening.

The Popular Disc Jockey should know his records and artists from A to Z. His record shows should be well-prepared with terse, tangy continuities about the current doings of the current favorites and tidbits about tunes. He must never bore his listeners with elaborate introductions to "Stardust," "Night and Day," "Begin the Beguine," and the like. But he should constantly call attention to selections that have the promise of becoming hits.

Unlike the popular disc jockey, the classical announcer does not usually prepare his own copy. But he should be conversant with numerous composers and works. Perfect pronunciation of their names is a must. Audition material for the CDJ should be filled with musical terms - adagio, scherzo, allegro; "L'Arlesienne Suite," "Tod und Verklarung," and "La Gioconda." And composers like Verdi, Wagner, DeBussy,

and Prokofieff. The CDJs' delivery and style should be formal but unaffected, and at a pace we'll call "lento."

Finally, interviewers should be versatile - interested in people, places, and things. The interviewer should try to place himself on the same plane as the person being interviewed. An opera star would prefer being called "Miss," "Mr." or "Madame," while a pop singer will be better known to her public by her first name. The interviewer should be equally at ease with a full-length script or a few hastily scribbled notes. Celebrities' visits are usually whirlwind affairs, leaving little time for preparation. Give your applicant a prepared script for the first interview and a few notes for the second. Then, compare the two. While the latter may not be a finished performance, it should possess spontaneity, humor, and a chatty, friendly air.

Women announcers, while not common in standard stations, are popular with many campus broadcasters. They can be extremely good, but extra care is required in choosing them. Those with deep, resonant voices appear to be most acceptable to listeners.

Mr. Program Manager, take time to pick your staff. You'll reap rewards in the campus "Hooper."

#### MACKIE QUAVE

Mackie Quave, author of this article, is chief announcer for station WKIX, Columbia, South Carolina. He is an instructor in English at the University of South Carolina, teaching courses in radio; he is faculty advisor for IBS station WUSC.

He became interested in campus radio when he read Eric Barnouw's Saturday Evening Post article in 1941, and resolved to start a campus station if he ever had a chance; he made the resolution good when he started teaching radio at the University of South Carolina.

#### KTX STAFF MEMBER GOES TO LSU

Lucille Ruby, faculty Program Manager of the campus station at Stephens College last year, will be studying at Louisiana State University this fall.



# Preparing Classical Music Schedules

by Alan Rich

In the recent IBS survey it was proved again that classical music, in intelligent and competent presentation, is one of the program types most preferred by college students. There are many reasons for this; perhaps the most arresting is that so little of this sort of radio fare is available on most local commercial outlets. This is a sad circumstance which we need not go into at this time, but it becomes increasingly obvious that the campus station has an unparalleled opportunity for useful service to its audience, although they admittedly represent a minority of the public as a whole.

In drawing up a monthly or a term's schedule of classical music, important considerations must be kept in mind. Musical tastes cover a wide and varied range; no two persons are in complete agreement on their favorite symphony, composer, or mode of composition. It behooves the classical music director of a station to subjugate his own likes and dislikes to a decided degree in preparing his schedules. The number of people who listen to classical music, or at least "hear" classical music, is far greater than the number of music students or serious musicians at the college. There should be room for both the Art of the Fugue and the Grand Canyon Suite on a music schedule.

The well planned hour of music should have both unity and contrast. It is impossible to have "something for everybody" on every program presented, but some attempt should be made in this direction. There may be people who are fanatically devoted to Mozart Piano Concerti and who would lap up a program offering three of them; but a program which offered a single Mozart Concerto, a Beethoven Overture, and, say, the Brahms Haydn Variations would claim the attention

of the Mozartians and a lot more listeners besides. I don't disapprove of programs built around a single idea if the program can make musical sense, but I have seen the idea overdone too often. At WHCN we had a long standing controversy over the value of devoting, say, every Monday night (for an hour, of course) to Beethoven's music, every Wednesday to Mozart, Thursday to modern music, and so forth. I discontinued the system for the following reasons: first, I felt that the Beethoven fanatics who had Monday night classes (wartime acceleration, you know) were being short-changed; secondly, it was not always easy to put together well-balanced programs of Beethoven week after week; and finally I felt that spreading a little more Beethoven around through the week would make others of our programs more attractive.

But of course in seeking contrast within a given program it's all too easy to achieve something else. Continuing with Beethoven, merely as an example: I would hesitate to juxtapose one of the late quartets with the Tchaikowsky 1812 Overture. The two works are contrasted all right, but they just don't complement one another. Very well, you say, what would I put with the C#Minor Quartet? Perhaps a short Mozart Quartet or even something like the Shostakovitch Quartet; if you don't want an hour of chamber music, how about a 17th Century Orchestral Suite - Corelli, Telemann, etc. - or a Bach Brandenburg Concerto or a Handel Concerto Grosso, or even better the Vaughn-Williams Fantasia on a Theme by Tallis? When the major work on the program runs to 50 of the 60 minutes, it's probably better to fill the time with another piece by the same composer or by a near contemporary. All-Beethoven programs are good occasionally, as are all-Mozart, all-Brahms, be-



cause we find among the output of any of these composers music of a variety of moods, forms, and mediums. All-Rimsky-Korsakoff programs, or all-Roy Harris or all Faure programs, I'd say, are not so good, for just the reverse of the above reason.

Now, the station manager will find himself beset constantly by the connoiseur element in the student body; they will clamor for more Gregorian Chant or more Schönberg. They should be listened to, of course, and they should be heeded. A radio station can be quite instrumental in presenting the sort of music that even the most devout music-lover just never hears in concert halls. The record companies have made many admirable recordings of this unfamiliar but significant music, and they should be heard. But it is all too easy to become "rarity mad." There can be a program devoted to collector's items if the records are available, but there's no sense in playing a scratchy, ancient recording of a work because it happens to have historical values which overshadow its musical values. But as concerns out of the way music for which there are good recordings available, fairly discreet handling should prevail. The average student browsing the kilocycles and coming across Schönberg's "Pierrot Lunaire" will usually attribute the sounds to a faulty tube; but if the station can make a point of announcing well in advance that it will air a special broadcast of Schönberg's "highly significant and controversial 'Pierrot Lunaire,'" it can probably attract a fair proportion of the listening audience to what would otherwise be a bitter pill.

The music bill of fare that is going to satisfy the widest variety of musical appetites must contain a carefully arranged balance of all material that comes under the general heading of serious music. There must be a healthy representation of the so-called "standard" compositions. Beethoven's Fifth Symphony may be a bore to the musical "sophisticate," but the symphony still continues to win new admirers day after day. It must also be remembered that very few students are willing to make time during the weekday evening hours to give the radio their full attention: many students leave their radio on as merely a background to reading, studying, or the bull session. Music should be chosen with an eye to its suitability as "Music to Read By."

Vocal music requires more attention and in general is more obtrusive than instrumental music. Therefore the station should go easy on vocal music during the hours when most students are hitting the books in earnest - later in the evening, after ten o'clock. Similarly, music with slashing rhythms and dissonances will generally receive a more attentive reception earlier in the evening. The emphasis in the late hours should be on music which is fairly familiar, consonant, and which can make itself felt in a general "lift" of the atmosphere in the student's room even with the volume tuned down.

A final word - no matter how the "intellectuals" will yell at the music policy of a station, you will find that there are plenty of students who will fail to criticize the policy just because it's good. With a realization of his own shortcomings as regards musical prejudices and with an attentive ear toward the likes and dislikes of his listeners, the alert classical music director can be eminently successful in fulfilling one of college radio's greatest services.

#### MARVIN STOCKING HEADS UCBS

Staff members of UCBS, IBS Trial station at the University of Connecticut, recently elected Marvin Stocking '48 as Station Manager for the current year. At the same time, Edward Kluck, Walter Knox, and James Campbell were appointed temporary program coordinators. UCBS' Business Manager is Edward Arcelaschi; Doris Bonney is Advertising Manager; and Don Davidson, Chief Engineer. Other positions on the Executive Board will be filled in the near future.

The Husky Network is busily expanding its facilities to cover the South Campus, where several hundred veterans are being housed. Equipment is being constructed to enable the staff to carry remote broadcasts of away athletic events.

UCBS has not yet set the date for the start of broadcasting. They hope to have all construction work completed before going on the air. Intensive personnel recruitment is currently going on, and administrative departments are being established.



# RECORD REVIEWS

by Joel Chaseman (WVBR)

It's in this corner each month that you'll find a column or two about the newest phonograph records. The purpose of our column is to give you a fair idea of the worth of each disc, both technically and from a programming standpoint. We will review the records and grade them, not on their value as musical experiments or their relation to 'the real jazz,' but on how we think they will go over with a college audience. This does not mean that we will subordinate ordinary good taste to a shopkeeper's sense of 'what will sell.' We shall merely try to be fair to all crowd-pleasers, whether Guy Lombardo or Eddie Condon. We will arbitrarily divide the music into four categories - Hot, Sweet, Vocal, and Novelty. We will try grading each number roughly: \*\*\*for tops, \*\*good, \*fair, and ?? why was it released....

With that out of the way, let's look at the output for the past month—

## HOT

Woody Herman: Blowin' Up a Storm\*\*  
Fan It\*\*

These are in the modern Herman manner, wild, unrestrained, but without his usual rockbound rhythm section. The brass is sharp, Bill Harris' trombone inspired. Fan It is the Woodchoppers with Norvo and a Woody Herman vocal. (Columbia: 37059)

Les Brown: High on a Windy Trumpet\*\*  
Lover's Leap\*\*

This is a great band and getting greater. This coupling departs slightly from Brown's usual dance sides. It is controlled all the way, however, with no crazy man blowing his top on trumpet screechings. (Columbia: 37061)

Billy Butterfield: The Sharp Scarf\*\*  
Rumors are Flying\*\*

Butterfield seems to be on a small sized James kick, especially with 'Rumors.' Beat is fine, singing acceptable. (Capitol: 282)

Capitol Jazzmen: You Can Depend on Me\*\*  
Stormy Weather\*\*

This great group includes Moore and Cole from the King Cole Trio, Benny Carter, and Coleman Hawkins. Kay Starr sings flipover and does a workmanlike job with her heavy voice and blues feeling. (Capitol: 283)

\*\*\*Errol Garner Album: Soloes wonderful piano, tasteful and inventive. Surfaces not so good. (Mercury A-10)

\*Ike Quebec Tenor Sax Album: O.K. for jazzmen, questionable for average audience. Quebec and men are fine. (Blue Note A-102)

## SWEET

Larry Clinton: Solitude\*  
Stormy Weather\*\*

A capable job by an experienced leader. It is smooth, has a good beat, a fair vocal group on 'Weather.' (Solitude is all band, and not as good as Duke Ellington's old record). (Cosmo: 482)

Claude Thornhill: Smiles\*\*  
Night and Day\*\*

These are pre-war. Thornhill's new band is good, possibly better, but these are fine for dancing or listening. They won't wake anybody up. (Columbia: 37055)

Skinney Ennis: Got a Date With an Angel\*\*  
I Don't Know Why\*

Don't give up on Angel - the first few bars may scare you, but it gets there! I Don't Know Why seems to know enough. Ennis is a menace!! (Signature: 15033)

## VOCAL

Jo Stafford: Apple Blossom Time\*  
This is Always\*

Miss Stafford is acclaimed by musicians, but we personally can't see it. Her voice is rather irritating; but beat and phrasing wonderful. An all-star instrumental group backs her on these. This is Always is an important song. (Capitol: 277)

Frank Sinatra: One Love\*\*  
Somewhere in the Night\*\*\*  
Both very sincere with really intimate



feeling. These will be very popular, and deservedly so. (Columbia: 37054)

Margaret Whiting: Along With Me\*

When You Make Love to Me\*\*

This girl is really getting up there! You should be establishing a Whiting file, because she'll be rating it soon. These are fine, but only fair for her. (Capitol: 269)

Josh White: Blackwater Blues\*

Jelly, Jelly\*\*

Intense singing by a real musician. The man is right beside you, instead of behind a loudspeaker. (Decca: 23582)

#### NOVELTY

Louis Jordan: Choo Choo Ch' Boogie\*\*\*

That Chick's Too Young to Fry\*\*

Right in the Jordan groove. A worthy successor to Caldonia, Stone Cold Dead in The Market. He is amusing, full of rhythm, 'Chick' is quite easily understood double entendre.

Spike Jones: Glow Worm, Hawaiian War Chant, I Dream of Brownie with the Light Blue Jeans, Jones Polka, That Old Black Magic, Liebestraum.

\*\*\*for the batch! These are wonderful for anyone who can stand Jones at all. He goes all out with what must be a warehouse full of effects. (Victor 20-1893/5)

#### Data Digest—

##### HOT

Jerry Wald: Diga Diga Doo\*

Rhumba Fantasy\* (Sonora)

Shorty Sherock: Snafu\*\*

The Willies\*\* (Signature)

Louis Prima: Brooklyn Boogie??

My Valentine\* (Majestic)

Charlie Ventura: S'Wonderful\*\*

Nobody Knows the Trouble

I've Seen\*\* (Black & White)

Tempo Jazz Men: When I Grow Too Old To\*

Moose the Mooche\* (with Diz

Gillespie, C. Parker) (Tempo)

Harry James: Why Does it Get Late So Early?\*

Beaumont Ride\* (Columbia)

#### SWEET

Harry James: And Then It's Heaven\*\*

I Guess I Expected Too Much\*\*

I've Never Forgotten\*\*

This is Always\*\* (Columbia)

Lombardo: I'd Be Lost Without You\*

On the Alamo?? (Decca)

George Olsen: Somewhere in the Night??

Which Way'd They Go?\*

(Majestic)

Tony Pastor: Willow Road\*\*

Under the Willow Tree\*\* (Cosmo)

George Paxton: This is Always\*\*

Along With Me\*\* (Majestic)

#### VOCAL

Ken Carson: Pin Marin\*\*

It Seems Like Ages\* (Cosmo)

Johnny Mercer: My Sugar is So Refined\*\*

Ugly Chile\*\* (Capitol)

Andrews Sisters: I Don't Know Why\*

Azsusa\* (Decca)

King Cole Trio: You Call It Madness\*\*

Oh But I Do\* (Capitol)

Herb Jeffries: I'm Just a Lucky So-and-So\*

I Left My heart in Miss-  
issippi\*\* (Exclusive)

Bing Crosby w. Jascha Heifetz: Lullaby\*\*

Where My Caravan Has Rested\*\*\*  
(Decca)

Andrews Sisters w. Les Paul: Them That Has,  
Gets\*

Rumors Are Flying\*\* (Decca)

#### NOVELTY

Judy Canova: My Fickle Eye\*

Apple on a Stick\* (ARA)

Jerry Colonna: My Fickle Eye\*\*

A Farmer's Life is a Very  
Merry Life\* (Capitol)

#### NOTICES

The last issue of the Bulletin saw the inauguration of a Notices column, for advertising for equipment and information. Space is free to member stations and IBS personnel; copy should be submitted to the IBS office by the 16th of the month preceding publication. Notices serve as a useful method of telling about new ideas, such as record companies, exchanging equipment and transcriptions, and so forth. Use of copy is limited by the extent of space, and subject to editor's discretion.



# Does College Change People?

It is always interesting to speculate on the effects of a college education upon the student. If college really changes people, there should be marked differences between Freshmen and Sophomores, differences that cannot be accounted for by age. The IBS Campus Listenership Survey, for which nation-wide returns are now being tabulated, indicates that changes in radio program preferences do take place between the different years of college.

These changes, discovered in analysis of the returns of 1445 questionnaires from 15 colleges (the final survey report will include about 1950 returns from 20 colleges), show a consistent pattern of what might be termed increasing "cultural level." The significant changes are summarized in the following tables. The figures indicate the percentages in each group expressing a preference for the various program types.

## PREFERENCES INCREASING DURING COLLEGE

	Fr.	So.	Jr.	Sr.	Incr.
Symphonic music	72%	74%	73%	85%	+13%
Semi-classical	86	84	86	92	6
Opera, operatic	44	45	44	51	7
Folk music, ballads	37	39	34	45	8
Round tables, etc.	33	30	34	42	9
Talks, interviews	17	18	22	24	7

## PREFERENCES DECREASING DURING COLLEGE

					Decr.
Dance, popular music	89	85	87	81	-8
Hot Jazz, Blues	54	50	48	41	-13
Sports events	54	49	48	40	-14
Sports comment	36	34	31	21	-15
Variety, comedy	77	70	66	61	-16
Quiz programs	37	30	33	25	-12
Mystery plays	53	48	43	44	-9
Other radio plays	62	56	52	55	-7

There are several possible explanations for these changes. One explanation would be on the basis of "selection." That is, it could be argued that the type of student who likes certain types of programs would be somewhat more likely to leave college than the type of student who likes other types of programs. For example, if the student who likes discussion programs is more likely to remain in college than the student who likes variety and comedy programs, then the senior class might be expected to contain a larger proportion of people liking discussion programs than the freshman class, and a correspondingly smaller proportion of people who like variety and comedy shows. An explanation of this sort argues, of course, that there is no real change in the people themselves, but that the senior class differs from the same class in its freshman year class only because the composition of the group has changed.

It seems likely, however, that this is not the only reason, although it may play a part. One thing that can be seen from the tables given above is that in many cases, the difference between juniors and seniors is as great as, or greater than, the difference between freshmen and sophomores, and between sophomores and juniors. Since people who drop out of college tend to do it in their first or second years, changes resulting only from selection should be consistently greater in the first two years, and negligible in the last two years. Our figures do not show this, so there must be some change in the people themselves, as well as a change in the make-up of the group.

## Dissatisfaction with radio

Another difference found among the various college classes is in their dissatis-



faction with the radio programming they are now getting. This is found by asking whether there are any types of programs they want broadcast more than they are now. College students are much more likely to express such dissatisfaction than people on lower educational levels, with 62% of our sample requesting at least one program type. We have found that there is no difference at all among the first three classes in the proportion who are dissatisfied, 60% occurring in each of the first three classes. In the senior class, however, 75% express this dissatisfaction. (The fact that this difference occurs only between junior and senior classes tends to indicate that the change is not due to selection, as discussed above).

It is only in music that differences emerge between the type of program requested by one class and the next. Of those in each class who express a desire, 75% want more music. While both popular and semi-classical music decline, in terms of those asking for these types of music, symphonic music increases, which would seem to indicate that the desire for symphonic music develops as a "pure taste," independent of preferences for other kinds of music. More popular music is desired by 15% of the freshmen, and 7% of the seniors; more semi-classical music by 26% of the freshmen and 16% of the seniors, while the requests for more symphonic music increase from 27% to 48% between first and last years of college.

#### WKCR DIRECTOR SELLS SCRIPT TO

##### COLUMBIA WORKSHOP

Ernest Kinoy, director-member of the WKCR Director's Guild, has sold two scripts to CBS's Workshop. Scripts are adaptations of Herman Melville's "Moby Dick" and will be presented on the Workshop October 19th and 26th. Kinoy is a free-lance writer who has sold material for several national shows.

#### MUSIC HALL AGAIN AVAILABLE

The IBS Music Hall series is again available for use on IBS Member stations. The 13 weeks series is built around symphonic recordings readily available to the stations. A post-card to the IBS New York Office will bring the series to any station.

# WKCR Serves In Crisis

WKCR, Columbia University campus station, continued its long record of public service to the campus when all the maintenance employees of the University called a strike October 10. With janitors, maids, power plant workers, and others out, campus life rapidly approached the point of paralysis.

WKCR promptly planned a round-table with representatives of the union and the University discussing the terms demanded by the union. The program on the night of Oct. 10 at the start of evening's broadcast, featured a statement on the situation by the university, and a talk by William Grogan, vice-president of the Transport Workers Union, to which the striking university employees belong. The program concluded with notices regulating campus life in the crisis, listing hours at which elevators would operate (elevators are a necessity in Columbia's 14-story dorms), and requesting the students to "take it easy" in consumption of hot water and electricity.

#### GOVERNING COUNCIL MEETING

The October Governing Council meeting will be held in New York on Saturday, October 26, and Sunday, October 27. All Member stations are represented on the Council.

#### ANNOUNCERS HANDBOOK NEARS COMPLETION

The IBS Announcers Handbook, which will be released on November first, is now going through its final revision. Authored by Page Boyer, former Manager of KTX Stephens, and Mackie Quave, Faculty Advisor for WUSC at the University of South Carolina, the handbook gives tips to station announcers on operating procedures, methods of reading announcements, and other basic factors in station announcing.



# Covering Temporary Housing Units

At many colleges and universities the large influx of returning servicemen, many of them married, has resulted in an acute housing shortage. To overcome this shortage at many colleges temporary housing units are being erected, usually to house the married students and their families. Quonset huts, trailers and small pre-fabricated dwellings are being installed on available empty property. In many cases the only such available areas are little-used playing fields, and vacant lots that are removed by a considerable distance from the campus proper. Probably an extreme example can be found at Harvard where accommodations for 400 families have been obtained by renovating barracks at Fort Devon. A bus will be operated between the fort and the Harvard campus.

Such temporary housing units, when they are at some distance from the campus, will not lie within the coverage area of the campus station. Their remote position also means that students living in them will feel detached from many of the aspects of college life, and in many cases will have more time to listen to the radio. It is important for the campus station to cover such communities, to help integrate them into campus life and to maintain service for all of the college community.

Technically, the problem of bringing a campus station to a remote living area is not difficult. The major obstacle is more likely to be the operating expense, since a leased wire is usually required. If the campus station cannot afford this expense, a subsidy by the university, or payments by the students who will be benefited, may provide the funds.

The most practical arrangement for coverage of a temporary housing unit is to install a small transmitter at the housing site and feed the program to it over an

audio line leased from the telephone company. It is generally not difficult to make the signal from a small transmitter located near a group of temporary dwellings heard in each dwelling. A study of the a-c wiring in the dwellings will probably reveal that the power to all of them is over a common 115/230 volt circuit isolated from other similar circuits by a distribution transformer. All that need be done in this case is to feed the r.f. from a small transmitter into the 115/230 volt circuit. The a-c wiring will carry the signal into all the buildings on the circuit.

Perhaps several circuits will be found which should be energized. If this is true, an r.f. line can be erected to permit feeding power in an appropriate point on each 115/230 volt a-c circuit.

A "broadcast program loop" (Schedule F in most locations) must be rented from the local telephone company to feed the small transmitter. This line should be driven by a small audio amplifier rated .25 watts at .5 percent R.M.S. distortion into 600 ohms through a 600 ohm 6db "H" type isolating pad. (If a push-pull cathode follower amplifier is used the 6 db pad may be omitted and the power output requirements reduced to .060 watts). Push-pull 6J5's with a 20,000 ohm to 600 ohm output transformer will do. Push-pull 6J6's (each 6J6 connected to act as a single tube) will deliver adequate power as cathode followers.

The small transmitter probably should not be rated over 5 watts input to the modulated Class C r.f. Amplifier. A 6SK7 crystal oscillator driving a 6J6 final r.f. amplifier and modulated by a 6J5 driving a 6F6 makes a good line-up. A 6SJ7 buffer stage should be added if the 6SK7 is operated self-excited. The cost either way is nearly the same, and the crystal results in a much more reliable oscillator.



The transmitter should be designed for continuous operation since it is better to leave it running all the time instead of working out an expensive remote control scheme to turn it off and on. As a matter of fact, there is evidence for the view that less wear is caused to tubes by continuous operation than by intermittent operation because of the even temperature at which they are maintained.

The equipment usually required is as follows:

- 1 Telephone line-driving amplifier rated 0.25 w. at  $\frac{1}{2}\%$  distortion into 600 ohm 6 db H isolating pad.
- 1 6 db H pad.
- 1 Broadcast program loop (phone line).
- 1 Transmitter rated 5 watts input to final r.f. stage.
- 1 or R.f. coupling devices to couple more transmitter to a-c line.
- 1 R.f. lines system at remote point, if required.

Detailed circuits and further instructions on the above equipment can be obtained by writing the IBS Technical Manager. The station files may contain the following references which will be of help when designing such an installation:

The Best Ways to Increase a Station's Coverage: IBS Bulletin, Dec. 1945, p. 7

Limited Area Radio Broadcasting Using Small Transmitters: IBS Technical Memorandum #8, February 18, 1946

IBS Technical Data Book references:

Telephone Lines pp. TI 3022-25  
R.F. Coupling pp. TI 3034-36  
Frequency Control pp. TI 1101-08

Design of Plate Modulated Class C R. F. Amplifier: IBS Technical Memorandum #6, February 13, 1946

Transmitter Frequency Stability Considerations: IBS Bulletin, March 1946, p. T 1

Additional copies of these publications are available on request.

### THIS WEEK STORY ON IBS

This Week, Sunday supplement of 7,500,000 circulation, carried a story on the operation and organization of campus stations in the September 29 issue. Piece highlights amusing incidents in station operation, is illustrated with pictures of WSRN, Swarthmore. Copies are being distributed to member stations.

## WYBC Broadcasts Hersey's Hiroshima

Station WYBC, at Yale, will feature transcribed broadcasts of John Hersey's "Hiroshima" at 9:30 on four successive nights, beginning October 8. The transcriptions, taken from ABC network broadcasts of Sept. 18 through 21, were obtained from Robert Saudek, ABC's Director of Public Service, by "Speed" Johnson, WYBC's Program Manager.

Each program is one half-hour long, representing the condensation of one-quarter of Hersey's story. The programs are restrained in production, depending only on the voices of the actors and the dramatic impact of Hersey's words for their effect. The programs were produced without any sound effects or background music, or even a narrator. Each actor reads the portion of the story relating to one of the people involved.

"Hiroshima" first appeared in the August 31st issue of the New Yorker, when the entire editorial content (all space except the ads and theater notices) was devoted to Hersey's 30,000 word narrative. Reprint rights for the story have been sold to a number of newspapers throughout the country, who are publishing it in full. A New York publisher, Alfred A. Knopf, is bringing the story out in book form the first of November. The Book-of-the-Month Club is distributing these copies of "Hiroshima" free to all its 750,000 members. Penguin Books (a 25¢ series) is also planning to issue the story in November. The New Yorker announced that all proceeds from reprint and broadcast rights are being given to charity.

WYBC scheduled the program at the station's peak listening period, according to "Speed" Johnson, because "this is one program that everybody should hear." The broadcast dates were arranged to avoid conflicting with a New Haven newspaper, which recently carried the entire narrative.



# Ten Accept Board Positions

Notification of election to the Board of Directors, as ordered by the Governing Council at the May meeting, has been carried out during the summer months. According to instructions, Dave Linton has seen most of those who came out in the top nine; the announcement of their acceptance was made early in September.

At present, the members of the Board are:

Judith C. Waller, head of the Public Service Department of NBC's Central Division (Chicago), co-Director of the NBC-Northwestern Summer Radio Institute, and author of "Radio, the Fifth Estate."

Dr. R. R. Lowdermilk, Educational Radio Specialist of the U.S. Office of Education.

Morris S. Novik, Public Service Consultant and former City Commissioner in charge of New York City station WNYC.

Robert B. Hudson, CBS Director of Education and former head of the Rocky Mountain Radio Council.

Roger Clipp, Manager of WFIL, Philadelphia and long-time friend of IBS.

Guy della Cioppa, Assistant to the President of CBS.

Russell Potter, director of radio activities at Columbia University.

The three IBS executives on the Board are Dave Borst, Technical Manager, George Abraham, Chairman, and Dave Linton, Program Manager.

Announcement of the filling of the two other Board positions will be made shortly, after the people elected to them have been notified.

## TULLERS ARE PARENTS

Bill Tuller, of the IBS Technical Advisory Committee and his wife Kay had a daughter, Kathryn Lindsay, on October 1st.

## TEXAS COLLEGE OF MINES BUILDING CAMPUS STATION

Virgil Hicks, Extension Director of El Paso station KTSM, in charge of radio instruction at the Texas College of Mines, wrote recently to say that much progress has been made in the construction of a campus station at that college. Transmission tests have been carried out recently; the transmitter, operating on 700 kc, is equipped with meters for all kinds of readings.

The station's controls have two studio mike inputs; one control room mike input; two turntables; air-check monitor; headphones; and audition or broadcast facilities. Both studio and control room are sound conditioned with Celotex. The group hopes to have another studio in the near future.

The radio department at the Texas College of Mines is jointly sponsored by the school and station KTSM; the station supplies the instructors and knowhow for the department. A permanent line is maintained from the campus station to KTSM; the campus station can feed KTSM and the NBC net, or the campus station can re-broadcast KTSM or NBC shows with permission.

## CURC PUBLICIZED IN PARADE.

Parade, Sunday supplement distributed to some 4,000,000 people, carried a picture story on the operation of WKCR, Columbia, (then known as CURC) in the August 11 issue. Copies were sent to the heads of all member stations.

(continued from page 1)

Station WES, Wesleyan, has supplemented newspaper promotion with posters announcing the hours of operation and frequency of the station. Paid ads in the campus paper were oriented to recruit a staff from the large number of new veteran students.

WSRN, Swarthmore, is distributing weekly music program schedules, listing all the selections for that period. Distribution of musical schedules has long been found the most effective means of promotion among lovers of fine music, a group prominent on most college campuses.





## WORDS ON RADIO

PLEASE SEND ME ABSOLUTELY FREE, by  
Arkady Leokum

Publishers, like movie producers, know when they have a ready-made market for a certain type of book, and they make haste to capitalize on it. THE HUCKSTERS and THE BIG NOISE, published almost simultaneously, pointed out the hollowness and psychological ills which beset many in radio and advertising professions; now another publisher has presented PLEASE SEND ME ABSOLUTELY FREE, by Arkady Leokum (an ad-man who still has his job) using the same theme.

PLEASE SEND ME ABSOLUTELY FREE could almost be THE HUCKSTERS in its methods of pillorying the evils that beset the advertising field, and in the complete cynicism displayed by most of the characters. It is, however, a far better novel, with all its parts more clearly integrated and its minor characters given a chance to develop; failures in the lives of the characters do not occur only because of grasping materialism, but also because of personality weaknesses.

Gene Winter, the leading character, is a serious-minded college student hoping to become a great writer when he meets a man-hungry school teacher at a summer hotel. He quickly accepts an offer of her apartment and support. Soon he withdraws from the liason, and gets a job in a small and not-too-successful agency after a series of fantastic and amusing ruses. His progress as an advertising copywriter is rapid, broken by his marriage to a home-loving girl and a bout with novel-writing on a Connecticut farm, until he gets the job in a Hucksterish agency for a soap account. His final break with the advertising business is caused by his wife's tragic death, a discussion with his college English professor, and his realization of the ruthlessness of his boss, who refuses to be harsh

on the enemy because he hopes to do business with them after the war.

Gene Winter is not a sympathetic character, for his urge to be successful and failure to maintain the values he started with too thoroughly suppress his fine qualities until the amazing change at the end. Only when with a woman does he approach kindness and tenderness, and then only for his own ends; his selfishness is too thoroughly ground into him to enable him to be pleasant. Freida, his wife, is sympathetic because of the manner she maintains her belief in the good values of life; however, this sympathy is blunted by the knowledge that she cannot comprehend the values that rule her husband's world, and so cannot understand him. The rest of the cast—a selfish and lonely schoolteacher; Gene's early bosses without enough drive for success; Professor Wurden, incapable of influencing Gene—lack the personality factors to turn the events of the story to good ends. They are all too lost in their search for personal satisfactions to really understand the other humans who come into their orbit. The characters almost uniformly fill one with a sense of anger at their selfishness, if not a sense of frustration at their failure to see and enforce the good values of life. All have moments when their characters seem redeemed; all are so bogged down by their inability to live beneath the surface of life to be sympathetic, even though their personalities are quite understandable.

### REX ROBINSON GOES TO UTAH

Rex Robinson, formerly faculty advisor for WBRG, Bucknell, has gone to Utah State Agricultural College at Logan, Utah, where he will be Assistant Professor of Speech. He writes that the college has a small radio layout for instruction, and does programs over a local station. He hopes to get official permission to establish a campus station at the college.

### FRANKL NEW WHCN BUSINESS MANAGER

Ken Frankl has been elected Business Manager for the Crimson Network (WHCN) for the coming year. Last year he supervised the IBS survey at Harvard.



# Campus Broadcasting

## Begins 10th Year

### WBRU STARTS TENTH

#### YEAR OF BROADCASTING

WBRU, at Brown University, the pioneer campus radio station, started its tenth year of broadcasting on October 10th. This year the station has a heavier schedule than ever, to be climaxed the last week of November with the station's formal celebration of the tenth anniversary.

The program schedule of WBRU, according to Bernie Frechtman, Program Manager, has ten and one-quarter hours of broadcasts each day. Early risers on the campus will be greeted by "A.M. Mayhem," a platter-chatter opus on the air from 7:30 to 8:45 daily. From one to six every afternoon the station will broadcast uninterrupted music, ending with the rebroadcast of "Tea Dansant" from a local FM station. Evening broadcasts, with a predominance of live shows, are between 6:30 and 11:30. Among the features this term are the Brown Table Discussion, Pembroke Party Line, and twice weekly campus news broadcasts. The last hour and a half each evening is devoted to a classical music show, Music to Study By. The IBS Music Hall is prominently featured in the WBRU schedule.

An open house October 2 brought more than a hundred new recruits for the station staff; all departments are now staffed for full operation. Temporary appointments have been made for some executive board positions, pending elections later in the semester. These include Joe Palastak as President; Larry Chedester, acting Station Manager; and Frank Williams, acting Advertising Manager. Walt Neiman, who has just returned to WBRU from the Army, is in

charge of all arrangements and the broadcast for the anniversary celebration.

The station plans to use the entire week of November 25 through 30 to celebrate ten full years of broadcasting to the Brown campus. Present plans include a half-hour broadcast (station hopes to have this sent over a regional net as well as to the campus), with a history of the station and a sketch of its operating methods, climaxed by interviews with the founders, George Abraham and David Borst. Celebration during the week will center on on-campus promotion. The station hopes to have a reunion of all WBRU alumni on the weekend of November 30-December 1, with a banquet get-together followed by the broadcast. It is believed that over half the former staff members will attend this celebration of the tenth birthday of the first campus radio station. WBRU is cooperating fully with the Brown administration in plans and arrangements for publicity.

### WMAC BECOMES

#### FULL MEMBER

The twenty-second full Member of IBS, station WMAC at MacMurray College (Jacksonville, Illinois) joined the System on September 27, coincident with the start of their fall broadcasting. The station, operated by an all-student staff, many of them trained in radio courses, is under the general supervision of Howard C. Hansen, Professor of Speech. Prof. Hansen has supervised the growth of the station ever since it became a Trial group in the summer of 1944.

The student staff, operating the station two hours a day, is headed by Chuckie Hext, the Station Manager. Other members of



WMAC's operating staff include Mary John, Chief Engineer; Ardis Kresensky, Script Chief; Lois Ingels, Chief Announcer and Business Manager; Marion Rucci, Music Director; and Dorothy Loer, Head of News.

WMAC has one studio with a control room. The control room has a Gates consolette; there are four RCA Junior Velocity microphones. A line runs from WMAC to WLDS, the local standard station. Cooperation between the two stations is close, with Mac-Murray broadcasting variety and musical shows over WLDS regularly. Reciprocating, WLDS furnished the engineer who did the station installation and sound-conditioning of the studios.

WMAC is on the air from 6:45 to 7:00 each morning, and 5:00 to 5:30 and 10 to 10:45 every evening, Monday through Friday. The present program schedule is predominantly musical, with the IBS Music Hall a feature presentation. Other musical programs are built from the RCA-Victor record service, and piano recitals utilizing the station's own baby grand.

Here's a hearty welcome to WMAC!

#### UCRS PLANS FOR RETURNING VETERANS ON STAFF

Jim Oglesby, UCRS Station Manager, and Paul Yergin, former UCRS president, working with the station staff, have prepared and sent a welcoming letter and description of the plans for the facilities and programs for the station for this year, to all veteran staff members who are returning to college.

Completed drafts of the letter, which told about the station's new quarters, the procedure that would be followed at the opening of school, and plans for returning to the air, the radio script course and plan for co-operation with Skidmore students on dramatic shows, were sent at the end of August. The letters were accompanied by a postcard questionnaire, asking what position the recipient formerly had on the staff, and if he was interested in returning to UCRS. Paul Yergin's summary of past events at the station and the plan for expansion

of the station facilities in new quarters was enclosed. The report also outlined the results of the IBS survey at Union, and suggested the way these results would be used in the station's programming for the coming year.

The letter was first planned late last spring, when the UCRS staff realized that the expansion plans for the station and program changes suggested by the survey results, would require a large and trained staff for successful operation. In some cases, the station had heard from former staff members who were returning as veterans, inquiring what the station was doing and what jobs might be available when they did return.

A meeting of returning UCRS staff members was held during the first week of college. The work accomplished during the summer was discussed, and further work planned. A discussion of programs and plans were made; the staff was organized to prepare the schedule, recruit and train new staff members, and operate the station until the trainees are equipped to take over. Returning veteran staff members were placed on the staff before new members are recruited.

An executive committee meeting was held on September 16. Prof. B. C. Robbins, who will teach radio, was introduced to the station executives, and Bob Brooks was made acting President. It was decided to broadcast from 7 to midnight, starting Sept. 23. Construction of a studio and control room, master control, and announcing booth is to be started immediately.

#### STEPHENS CALL LETTERS CHANGED

Word recently came from Stephens College that the station's call letters would be changed to KWWC this fall. Station was formerly known as KTX.

#### WBRU GOSSIP BY EDITOR'S DAUGHTER

A short story in "The Lyons Den," New York Post gossip column, reports that the gossip program on WBRU is being done by Barbara Squire Adler, daughter of General Julius Ochs Adler, New York Times vice-president and general manager.



Moylan, Penna.  
Labor Day

# Letters to THE Editor

This month we are starting a regular column of Letters to the Editor. All readers are asked to contribute their comments on the material, including debates on opinions voiced in the various articles.

\* \* \* \* \*

Denver, Colorado  
August 28, 1946

Dear Sunny,

I just read the Bulletin. Congrats to you and the entire staff. The format and the material were very readable and enjoyable. Being me, I'll probably have some gripe or other by the time I get to NY, but in any event, the present edition was a big step in the right direction.

Tak Kako

New York, N. Y.  
August 26, 1946

Dear Miss Brown:

I've just received a copy of the IBS Bulletin, and wanted to tell you right away what a wonderful job I think you've done with it. As you may remember, I was once editor, and feel, therefore, more than a casual interest in the publication.

The format, use of type, and general production quality are really outstanding. And such a contrast to the little mimeographed opus I can remember so well.

If the Bulletin is a reflection of how IBS has grown since I was associated with the organization, then it certainly has made tremendous strides. I hope you'll accept my congratulations and very best wishes.

Sincerely,  
Naomi Ross Fine

Dear Sunny and Dave,

Congratulations on the Summer edition of the Bulletin! I don't know how often you can put out such a complete edition, but it looks terrific. The building up of regular features, plus personal boosts, such as the Mademoiselle award thing, look like the right track to me. Publication plans sound promising. What I feel many station managers and workers don't realize is that membership declines are their own fault; College radio has to be sold to the students, both for active and passive participation - because it is better than something else, a lot of somethings else - and for clear-cut, black and white reasons. Can you collect information from the various stations regarding what they have done to sell their stations and programs to the students as listeners and prospective members, and ask them for a discussion of the problems they have in that regard? Collect all the data for a Bulletin article, or a pamphlet or something, and offer it as a promotional aid to harassed station executives.

Did the survey bring out any clear distinction as to whether the programs rating highest in listening appeal were so high by their own merits, or merely because it was the only program of the station that the listener liked at all? In other words, how much cataloguing was done of listener suggestions for programs or ballot write-ins? If there was a considerable response on this point, let's have an article in a forthcoming Bulletin discussing "What Your Listeners Want to Hear" or some such title. Probably you have already planned this; it seems one of the most important things a survey could bring out.

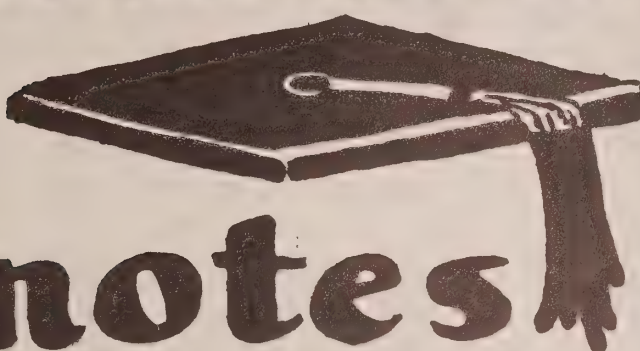
Can't make up my mind about the Technical articles belonging in the Bulletin. I suppose they do, but I confess I wasn't able to finish reading any of them. I presume interested Technical people will have no trouble.

From this safe distance it's wicked to say Keep Up the Good Work, but it really does answer the question "Of what use is IBS to us?"

Regards,  
Bill Sullivan



# alumni



# notes

Don Stix, Swarthmore '41 is now working as a transmitter engineer for WEAJ, out at Port Washington, L. I. He dropped in to the New York office recently and told about his work; he's on the 1 to 9:00 AM shift, doing maintenance work and keeping check when the station is on the air.

Jim Robinson, Princeton '43, Trustee and faculty advisor for WPRU, has returned from his trip to Operation Crossroads.

Cam Williams, Bryn Mawr '43 recently wrote expressing her interest in the Alumni Association and pledged her membership for several years.

Marie Bransfield, Wellesley '46 and former president of WBS, is now working on a radio station in Washington, D.C. The name of the station is unavailable at present.

Jean Williams, of WSRN, is now a copy writer for N. W. Ayer, New York ad agency.

Herb Barlow, Brown '45 and formerly WBRU President, has returned from Navy service; he's studying law in Washington, preparing to become a patent attorney.

Don Burnside, Brown '46, Technical Manager and President of WBRU, has returned to Brown. He was recently married.

Powell Ensign, Brown '38 and worker on the early network, is back at his job in the NBC Information Department.

Bill Wise, former CURC president, is now working in the CBS news room.

Ruth Clayton, formerly Publicity Director of BRN, has left Pic magazine to work for B. Ellis and Associates, a radio production firm.

Judith Chalmers, formerly on Cornell's WVBR, is now traffic manager for station WWDC, in Washington, D. C.

Bob Currie, former head of WXPB at the University of Pennsylvania, is now instructing English at the University of Delaware. He says he'll have a station there as soon as possible.

Myron Curry, Brown '41 and former president of WBRU, has been promoted to continuity director of station KMBC, Kansas City. He has been an announcer on the station since his return from Army service.

James Lyddy, Union '46, is now a graduate student of radio broadcasting and speech at Columbia University. He is an announcer on the WKCR staff.

## HAMILTON SURVIVES SUMMER,

### PLANS FOR FALL

Facing a depleted staff and enrollment of only 250, WHC rallied behind a successful advertising campaign to launch its summer schedule of broadcasts. The IBS outlet at Hamilton College, Clinton, N. Y., bucked technical difficulties and wound up ready for fall business with prospects for a staff of 33 or more, a more stable broadcasting rig, and an advertising goal of \$1000. WHC plans a nominal compensation for its executives as a personnel incentive and 10% for all local contracts signed. The station takes to the air on October 14, probably at 640 kc. A tie-in with WIBX, a Utica standard station, calls for airing college choir, forums, and dramatic presentations. Hamilton's grid games are on the Saturday broadcast agenda, plus continuation of a popular Sunday series of four hour request concerts. If the advertising picture brightens, new studio equipment is in the offing.



# Achieving Audio Fidelity

## The Need for Good Audio Fidelity

The advent of frequency modulation with its inherent ability to transmit the entire audible spectrum with low distortion and minimum background noise has caused an increased interest in transmitting high fidelity signals on the AM broadcast band as well. As AM-FM console combination receivers begin to make their appearance on the campus replacing some of the present poor quality AM table models, the great difference in the audio quality of the programs transmitted on the two bands will become apparent. The only answer as far as a campus broadcasting station is concerned, is to make the audio fidelity of its signal as good as possible. In this way it can approach, but never equal, the fidelity of the FM system.

## Frequency Response Requirements

The IBS Technical Code requires that a campus station's frequency response "after microphone or phonograph pickups (be) flat within plus or minus 2 db. of the 400 or 1000 cycle response from 100 to 5000 cycles per second." As are most of the Code requirements, this is a minimum requirement. A similar flatness of response between 70 and 7000 cycles is better. If the requirement of plus or minus 2 db can be met over the range of 50 to 10,000 cycles, this station will approach the response of an FM system. FM systems must cover the range of 50 to 15,000 cycles.

## Distortion Requirements

Referring again to the IBS Technical Code, the limit for distortion is given as "distortion introduced after microphone or phonograph input: less than 7.5% r.m.s. at 95% modulation measured at 1000 or 400

cycles per second." Compare this with the following schedule of maximum distortion permitted an FM station at 25%, 50%, and 100% modulation:

<u>Modulation Frequency</u>	<u>R.M.S. Distortion</u>
50 to 100 cycles	3.5%
100 to 7,500 cycles	2.5%
7,500 to 15,000 cycles	3.0%

Distortion of the low order required in FM broadcasting can be achieved by careful design of each amplifier unit.

## Peak Level Distortion.

When discussing distortion it is important to remember that a program circuit must be able to handle sudden peaks without overloading. Generally it is agreed that these peaks may be as much as 10 db. (10 times the power) above the signal level as read by a standard VU volume indicating meter. For this reason steady-state checks on distortion should be conducted on audio amplifiers at a level 10 db. greater than the normal peak level they will carry when in use. Similarly, transmitters should be adjusted so that 100% modulation comes at 10 db. above normal peak level, so as to be sure overmodulation on peaks does not introduce distortion.

## Inter-modulation Distortion

Inter-modulation distortion has only recently been given much study by designers. In systems having low harmonic distortion at all audio frequencies, the inter-modulation distortion caused when two frequencies are passed simultaneously will also be low. If, however, system distortion is measured only in the middle audio range, there is considerable danger that distortion may be high at the extremes of the audio range. The result is that such a system will exhibit a large percentage



of intermodulation distortion when passing a complex audio wave composed of high and low frequency components. Intermodulation distortion is more annoying than harmonic distortion, since the intermodulation distortion products are not any integral multiple of the original frequencies. Special instruments are available to permit testing for inter-modulation distortion and if less than 2% is present when measured by these instruments, the audio system is a good one. If r.m.s. distortion measurements are made over the entire audio pass band, and found to be low throughout, then inter-modulation distortion will also be low and special tests are not necessary.

#### Noise and Hum Level Requirements

On this subject the IBS Technical Code reads: "Noise and hum introduced after microphone 40 db. or more below 95% modulation signal. Unless extremes of shielding and plate supply filtering, and careful location of equipment are resorted to, it will be difficult to achieve a hum and noise level comparable to that required of FM. On the other hand the background noise on the AM band will prevent the listener from getting the low hum and noise performance possible with FM even if the AM station is capable of it. So a practical compromise must be reached, which probably is a hum and noise level of 50 db. below 100% modulation.

#### Important Audio Circuit Design Principles

It is the misfortune of college broadcasters that they must compete for an audience which would otherwise be listening to stations whose capital investment is reckoned in thousands of dollars rather than in the tens or hundred of dollars available for college projects. Yet the fact that audio quality of campus stations is usually good enough for students to want to listen to them for many hours is a tribute to the ability and ingenuity of student station designers.

To help every station designer find ways to further improve the quality of his station's signal, the following design principles are listed:

1. Terminate microphones in their rated load. For instance, crystal microphones require a load resistance of several megohms in order to give good low frequency response.

2. Properly equalize phono pickups, to agree with their characteristics and the type of recording being played. Recommended circuits and values, or complete equalizers, are available from the pickup manufacturer. A different set of equalizer values is required for 33 1/3 r.p.m. transcriptions in place of those used for 78rpm shellac pressings.

3. Use resistance-capacity coupled stages wherever possible, since good transformers which will not introduce attenuation at certain frequencies and distortion due to saturation are very expensive. Values for resistance-capacity coupled stages are given in the rear of the RCA Receiving Tube Manual. Modify these values to make  $f_1$  at least as low as 50 cycles; be sure to select pentode stage values so that  $f_2$  is not less than 10,000 cycles. When several stages are being cascaded, consider the over-all response of the unit as well as the response of each stage. Avoid cascading high gain triode stages; use low gain triodes or pentodes instead.

4. Use a cathode follower in place of an output transformer in medium-level stages whenever possible.

5. Use negative (inverse) feedback to improve frequency response and reduce distortion. Negative feedback may only be used over stages having a fixed gain relationship, such as in a microphone preamplifier, or in a modulator. Also, in transmitter design, a portion of the r.f. output may be rectified and applied to the input terminals of the modulator to get an effective way of obtaining low transmitter distortion. In stages where no other means is possible, leaving off the cathode by-pass capacitor will provide a useful form of inverse feedback. This type of feedback is present in the cathode follower.

6. Design amplifier equipment to have low distortion at a power level 10 times the normal peak level (peak as read on a VU meter). This rule does not apply to modulators; they need only produce a low level distortion signal at the power level required for 100 per cent modulation. This level is one half the combined power input to the plate and screen circuits of the modulated stage.

#### Testing Methods

A good quality amplifier and loudspeaker can be used to check audio fidelity quickly if the operator is experienced in



recognizing good quality. For this reason, every station should use such an amplifier for monitoring, and it is advantageous to have the monitor arranged with a switch which will connect it at different points in the program path (this "roving" monitor is especially important in Master Control installations).

When using the monitor to test for quality, the comparison method may be used. A good quality audio signal should be obtained; this may be from an FM receiver or good quality phonograph pickup. First the signal should be fed into the monitor amplifier directly, and then through the unit under test (with the required adjustment in volume). Any noticeable difference in quality should be investigated. If necessary, feed the signal into the final stage of the unit under test, disconnecting the previous stages, and then repeat including in the circuit each previous stage until the offending stage is located.

In addition to listening for distortion and impaired frequency response during the above tests, noise and hum should be noted. Of course, the hum level of the monitor itself should be low. Any noticeable increase in hum should be corrected.

When testing a transmitter by the comparison method, test first the modulator to be sure it is not causing distortion. When the modulator quality is acceptable, connect the monitor to a diode detector and couple this loosely to the r.f. output of the transmitter. In this way it is possible to test the quality of the r.f. signal as it is heard on the air.

More precise distortion and frequency response tests are possible using an audio oscillator and an oscilloscope. Apply a sine wave to the input of the audiocircuit under test and observe the output waveform on the oscilloscope screen. There should be no visible departure from the sine wave. If the input wave is placed on the vertical plate of the 'scope and the output wave placed on the horizontal plates, a straight diagonal line, ellipse, or circle will be produced on the screen. Distortion will appear as a curve on the ends of this line. Distortion of about 2% will be just visible by this process.

Precise measurements of the magnitude and type of distortion can be made with a Wave Analyser, a complex tuned voltmeter which will measure the signal present at the fundamental and each of the distortion frequencies.

In using sensitive instruments, particularly those with high input impedances, it is essential to eliminate hum pickup in the test leads. Shielded leads should be used and common ground established between the instrument and the unit under test.

Noise and hum tests can be performed using oscilloscope as a voltmeter and increasing gain enough to permit measuring low voltages.

The performance of the transmitter may also be checked by arranging the cathode ray oscillograph to display the familiar trapezoidal pattern at 100% modulation. This method is described in detail on pages 130-131 of the 1946 ARRL Radio Amateur's Handbook.

None of these test methods permit measuring percentage of distortion; to do this easily and accurately more expensive equipment, such as a distortion and noise meter, or a wave analyser, is required. If one of these instruments is available, it should be used, as it will give quick results and valuable information. The dangers which attend making distortion tests at a single frequency should be borne in mind, however, and tests should be run at several frequencies.

### Conclusion

The IBS Technical Code give the minimum audio fidelity required of a campus station. Increasingly better audio fidelity will be needed as console type AM-FM receivers appear on the campus in increased numbers. The station designer will find he has less money and inferior test equipment at his disposal than have designers at standard AM stations and FM stations, and so he will have to employ ingenuity and diligence to achieve the desired results.

Fortunately, inexpensive circuits can be made to perform well if certain basic design principles are followed. A number of these design principles are given in this article. Also, once units have been constructed, they must be tested to determine how well they meet the desired performance standards.

A good quality amplifier-speaker combination together with an FM receiver can be used to make comparison tests which will reveal performance deficiencies on a qualitative basis. The same results can be achieved more rapidly and precisely if an audio oscillator and cathode ray oscillo-



graph are used to make sine wave tests on ~~audio amplifiers, and trapezoidal modulation tests on transmitters.~~ This test equipment should be more readily available than expensive distortion meters and wave analyzers.

#### References:

IBS Technical Code...IBS printed form T146  
 FM Standards of Good Engineering Practice (FCC)...FM and Television, Oct. 1945, p.28  
 The Radio Amateur's Handbook, 1946...a book published by ARRL.  
 CBS Studio Control-Console and Control Room Design: IRE Waves and Electrons, May, 1946 Page 287  
 RCA Receiving Tube Manual...a book, RCA Technical Series, RC-14  
 A Note on the Power Ratings of Audio Amplifiers: IBS Bulletin, Summer 1946, p.22  
 Intermodulation Distortion...IBS Bulletin, Summer 1946, p. 19

### SUGGESTIONS FOR THE SELECTION

#### AND USE OF PHONOGRAPH

#### PICKUPS AND TURNTABLES

##### 1. Selection

A. Choose a pickup with a low inertia element. Low inertia makes for good tracking and high quality response. Some types which have been recommended are: Western Electric 9A and Fairchild 542, among the dynamic types. Of the crystal pickups, the Brush PL-20 is one of the most satisfactory.

The pickup should have low needle pressure. This prolongs the lifetime of both needle and records. Those listed above meet this requirement.

The arm should not be too heavy, i.e., it should not have too much inertia either for its swinging motion or its up-and-down motion. Excessive inertia causes poor tracking and extra record wear, as well as audio distortion.

B. The turntable must be quiet and vibrationless and must remain so after prolonged use. It must also maintain constant speed, without the slightest variation, either during a single revolution, or over a long-

er period of time. Some satisfactory tables are: Fairchild 524, Presto 10A, Rekokut D 16. Less suitable substitutes are the better quality ones of the Garrard and Green Flyer tables.

##### 2. Mounting

A. Mount the pickup arm so that the tip of the needle passes over the proper point on the turntable. This is generally specified by the manufacturer. Failure to place the arm properly will cause distortion in the audio output and undue record and needle wear.

Mount the arm at the proper level, i.e., so that it is exactly horizontal when resting on the transcription or record.

Mount the arm so that it swings in a horizontal plane. This can be checked by clamping the vertical motion and letting the arm swing freely. If it does not remain in any position it is set in, the mounting is not right.

B. The turntable must be mounted so that it is exactly horizontal. This must be checked with a good (sensitive) spirit level.

##### 3. Condition

When first installed and at reasonable intervals, the following items should be checked carefully:

A. The motion of the pickup arm must not be stiff. It must swing freely on both axes, but must not wobble in its bearings.

B. The turntable must be checked for proper speed (with stroboscope) and for any indication of "wow." "Wow" can generally be detected by listening to a recording of a long sustained note in the middle audio range.

C. The needle should be replaced frequently. Steel needles, if used, are not good for more than a few records, and only one 15 minute transcription. "Permanent" needles are good for only a few months of broadcasting, and should be replaced regularly. Crystal cartridges are subject to damage by mechanical shock or heat, and replacements should be kept on hand. The crystal cartridge of the Brush PL-20 is equipped with a permanent jewel stylus which is particularly subject to damage. However, the manufacturer operates an inexpensive repair service, making the use of this unit economical. Replacement crystals should always be kept on hand.

Gladden Houck  
 Paul F. Yergin



## UNIT CONSTRUCTION OF STATION EQUIPMENT

Reasons for unit design

When building broadcast equipment it is advantageous to design it as a number of small units. Some of the advantages in doing this are:

- 1) Increased reliability of station because it is often possible to remove a defective unit and operated temporarily without it.
- 2) Easier servicing of equipment because trouble may be easily traced to defective unit. This saves time in locating faulty circuits and finding proper remedy for the trouble.
- 3) Station facilities may be expanded with a minimum of disturbance to existing equipment, since generally only circuits inter-connecting the various units need be re-arranged as units are added.
- 4) Improved units may be substituted for obsolete ones without disturbing the rest of the equipment. This permits making intelligent modernization plans.
- 5) Units no longer needed for their original intended application may be used for some other application after a few modifications.

Selecting Appropriate Units

In general, each unit should perform a specific function. However, one or two functions may be combined in one unit when the number of parts required for each function is small. Thus, a large transmitter would logically be divided into r.f. oscillator and amplifiers on one chassis, the modulator on a second chassis, and the power supply on a third. However, a very small transmitter would be built complete on one chassis, since otherwise the investment in chassis, connectors and so forth would be almost as much as the cost of the other parts needed for each unit. A good guide is to consider carefully the need for units involving fewer than five dollars worth of parts.

The following list of typical units will give the designer an idea of how far to subdivide this equipment into individual units:

Transmitter:  
 R. F. Section  
 Modulator  
 Modulation Limiter

Speech Input Equipment  
 Pre-Amplifiers  
 Mixer  
 Booster Amplifier  
 Master Control Equipment  
 Booster Amplifiers  
 Channel Amplifiers  
 Monitor Amplifier  
 Line Terminating Equipment  
 Patch Panel  
 Equalizers

## BIBLIOGRAPHY OF REFERENCES ON CARRIER CURRENT INTER-COMMUNICATION EQUIPMENT

Recently Vicent C. Oxley, Technical Manager of WVBR, Cornell, asked us for a list of references on carrier current type inter-communication systems, as he wished to build one. With the thought that there may be others also interested in this subject, the list of references is below:

Inter - Office Communication: Electronics Engineering Manual, First Edition (published by Electronics Magazine)  
 A Small Interphone: Radio Craft, April 1943  
 Page 418  
 R. F. Carrier Communications, Part II; Radio Craft, May, 1943, Page 475  
 Carrier Communicator; Radio Craft, August 1943, Page 664  
 Carrier Communicator: Radio Craft, April, 1945, Page 426  
 Wired Radio Intercon: Radio News, April, 1945, Page 42.

David W. Borst

## MORITZ GOES TO HARVARD

Clem Moritz, of the IBS Technical Advisory Committee, is leaving his job with the Philco Corp. to attend Harvard Graduate School in the term starting September 20.

## TECHNICAL BIBLIOGRAPHY

The reference bibliography of technical articles does not appear in this issue because of lack of space. It will be individually prepared and sent to all station technical personnel. A cumulative bibliography will be published in June and sent to all technical personnel.



19 October 1946

It is with great pleasure that we announce the tentative appointment of Lewis H. Avery, Inc. as national advertising representative of the Intercollegiate Broadcasting System and its commercial member stations. The Avery organization was selected after careful consideration of several representatives and investigation of their qualifications, and comes to us with the highest recommendations of the Intermountain Network which it represents.

Lewis Avery, the president, is a graduate of Union College, and has had extensive experience in many fields of radio and advertising. While at Union, he studied Electrical Engineering with Charles Steinmetz and was associated with the Union College Radio Society which later founded station UCRS. After graduation, he worked for two years as an announcer on WGY, Schenectady, a pioneer 50,000 watt station, and followed with two years as Assistant Advertising Manager of General Electric. The next three years he spent as an account executive at the Buffalo office of Matten, Barton, Durstine, and Osborne, a large advertising agency. Then after seven years as commercial manager of WGB and WKBW in Buffalo, he worked for three years for Free and Peters, station representatives, at their Chicago office.

Avery next joined the National Association of Broadcasters in Washington as Director of Broadcast Advertising. There he wrote several pamphlets - "Radio and Retailing in 1943", "How to Buy Radio Time", "The Elements of a Successful Radio Program" and "How to Measure Radio Audiences". This series was later incorporated into a book, Retailing and Broadcasting, published by NAB. Lew Avery entered station representation about one year ago, forming his own company.

The standard stations represented by the Avery firm are:

WJJD	Chicago	KLO	Ogden, Utah
WHAN	Charleston S.C.	WPOR	Portland, Maine
WSAI	Cincinnati	KOIN	Portland, Oregon
KSAL	Duluth, Mich.	WHBF	Rock Island, Ill.
KILO	Grand Forks, N.D.	KROY	Sacramento, Cal.
WJEF	Grand Rapids, Mich.	KALL	Salt Lake City
WFBC	Greenville, S.C.	WDAR	Savannah, Ga.
KHON	Honolulu, T.H.	KMA	Shenandoah, Iowa
WKZO	Kalamazoo, Mich.	KXEL	Waterloo, Iowa
WDGY	Minneapolis and St. Paul		

and the Intermountain Network, which includes KLO and KALL plus KOVO, Provo, Utah, KVNU, Logan, Utah, KOAL, Price, Utah, KID Idaho Falls, Idaho, and KVER Rock Springs, Wyoming.

The organization has offices in New York, Chicago, Los Angeles, and San Francisco, which is an important consideration in view of the expansion of IBS in the midwest and far west. IBS business will be







handled by all of the offices.

On October 22, 1946, J.W. Knodel will join the firm, which will become Avery-Knodel Inc. Knodel will be Vice-President and will head the Chicago office. B.P. Timothy, also of the Chicago office, is Secretary of the firm and David R. Sandeberg is Director in charge of the West Coast offices. The New York headquarters are staffed by Lew Avery, President, Arthur McCoy, Treasurer, two salesmen and clerical personnel.

J.W. Knodel, the new partner in the enterprise, has been in advertising in executive positions for 18 years. Last year he was Director of National Sales for Field Enterprises (Marshall Field) which operates two radio stations. Previously he had been a member of the National Association of Broadcasters Sales Managers' Executive Committee, had spent eight years with a major station representative, three and a half of them as a Vice-President and General Manager of the Chicago office, and had spent nine years with the Hearst papers in national advertising.

We believe we are fortunate to have obtained the services of a representative with such qualifications. The appointment has already taken effect and work has been begun, although the final arrangements have not been completed. Mr. Avery will attend dinner between the afternoon and evening sessions of the Governing Council meeting on Saturday, October 20, and is anxious to meet the representatives of all member stations.







## INTERCOLLEGIATE BROADCASTING SYSTEM

### Does Collegiate Radio Really Succeed?

by

Russell Potter

President, Intercollegiate Broadcasting System

A wired-radio station, operated by students for students, makes many appeals, operates on many levels, and serves to draw together into a working team (or indeed several teams) students with different major interests and from different departments. Thus, on its technical and operational side it appeals to students in physics, electrical engineering, and electronics; on its program side, it must have writers and producers, actors and announcers, commentators and reporters, debaters and students in speech. There are other points of appeal, such as the business side and station management.

The question of continuity of operation from one student generation to the next is sometimes raised. It has been our experience...that in student radio, just as in the glee club, in debate, and in other forms of student group activity, there is always a nucleus ready, eager, and willing to carry on--and able to do so. The attitude of today's student toward radio is definitely not that it is a toy or a gadget; rather it is a tool, to be used for self-expression, for development, and for fun.

Another question that is sometimes raised is that of political control, or political bias. This is a problem that has been met in different ways at different institutions. Generally speaking, I would say that, properly set up, a student station will fairly reflect the "political climate" of the student body. Let them air their views on national and international affairs, on matters of social and economic importance, making sure only that along with the rights and privileges of "freedom of speech" they also observe faithfully the responsibilities of that freedom.







October 30, 1946

To: Business Manager, Station WHAV

Dear Bill,

Attached is a time order for spot announcements on behalf of the New York Herald Tribune. Due to the confusion attendant on our change of representatives, this order comes out after the broadcasting has begun. The broadcasts which you have already carried are covered, and you will be paid for them.

Please read the fine print on the back of the order. These are the conditions under which the order is placed, and you are supposed to live up to them. Note particularly that the order is for 26 weeks of broadcasting from the date it begins. If you broadcast more than that number of weeks during the academic year, the Tribune may decide to extend the order, or they may not. At any rate they have ordered only 26 weeks for now.

The time order shows the gross card rate for your station. (Stations which recently have changed their size grouping will find themselves rated at the old size, because rate increases can apply only on new accounts). From this rate is deducted a discount (as shown in the order) of 22½%. From the resulting figure, the agency takes its commission. Since our representation contract with IBSR has been terminated, no representatives' commission will be deducted.

Here are the figures for station WHAV :

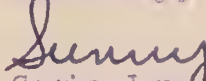
Card rate for each spot	<u>\$1.40</u>
Rate for each spot after discounts	<u>\$1.085</u>
Gross card rate for <u>208</u> broadcasts	<u>\$291.20</u>
Gross for <u>208</u> broadcasts after discounts	<u>\$225.68</u>
15% commission to Donahue and Coe agency	<u>33.85</u>
Net to station WHAV	<u>\$191.83</u>

Out of this money comes any rebates which we have to give back to the advertiser for any cancelled or missed broadcasts.

The Governing Council has ordered IBS to collect one-half of the income from this account temporarily until IBS is solvent again. The amount withheld will be credited to your IBS dues.

If you have any questions or difficulties regarding this account, please write, wire, or phone us right away. Otherwise, please sign and return the pink copy of the order. Keep the white copy for your files.

Sincerely,

Sonia-Jane Brown  
Station Relations Manager

Enc.







October 30, 1946

To: Business Manager, Station WHAV

Dear Bill,

Attached is a time order for spot announcements on behalf of the New York Herald Tribune. Due to the confusion attendant on our change of representatives, this order comes out after the broadcasting has begun. The broadcasts which you have already carried are covered, and you will be paid for them.

Please read the fine print on the back of the order. These are the conditions under which the order is placed, and you are supposed to live up to them. Note particularly that the order is for 26 weeks of broadcasting from the date it begins. If you broadcast more than that number of weeks during the academic year, the Tribune may decide to extend the order, or they may not. At any rate they have ordered only 26 weeks for now.

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Here are the figures for station WHAV :

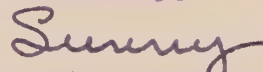
Card rate for each spot	<u>\$ 1.40</u>
Rate for each spot after discounts	<u>\$ 1.085</u>
Gross card rate for <u>38</u> broadcasts	<u>\$53.20</u>
Gross for <u>38</u> broadcasts after discounts	<u>\$41.23</u>
15% commission to Donahue and Coe agency	<u>\$ 6.18</u>
Net to station WHAV	<u>\$35.05</u>

Out of this money comes any rebates which we have to give back to the advertiser for any cancelled or missed broadcasts.

The Governing Council has ordered IBS to collect one-half of the income from this account temporarily until IBS is solvent again. The amount withheld will be credited to your IBS dues.

If you have any questions or difficulties regarding this account, please write, wire, or phone us right away. Otherwise, please sign and return the pink copy of the order. Keep the white copy for your files.

Sincerely,



Sonia-Jane Brown

Station Relations Manager

P.S. As you can see, Herald-Tribune ordered WHAV on Fridays, starting this week. We have ~~Enc.~~ only ordered 19 weeks of broadcasting from you, since we do not know how many broadcasting weeks you still have this year. If you have more in the spring, we will see about ordering additional weeks. SJB







AGENCY

Donahue & Coe, Inc.

TO MANAGEMENT OF STATION **WHAU, Haverford College**

CONTRACT NO. **1**

CITY AND STATE **Haverford, Penna.**

DATE **October 30, 1946**

PLEASE FURNISH BROADCASTING FACILITIES TO [advertiser] **NEW YORK HERALD TRIBUNE**

FOR [product] **New York Herald Tribune**

NAME OF PROGRAM **Spot announcements**

LENGTH OF BROADCAST **50 words** HOUR **8:30, 10:30 PM** DAYS **Monday thru Thursday** TIMES PER WEEK **8** TOTAL NO. TIMES **208**

COMMENCEMENT DATE

**October 28, 1946**

EXPIRATION DATE

**Last date of broadcast in spring, 1947**

PROGRAM MATERIAL ARRANGEMENTS

**Broadcasting will be for 26 weeks during the above period**

COMMERCIAL ANNOUNCEMENTS

**Copy will be supplied by New York Herald Tribune**

CONTINUITY

LIVE TALENT

TRANSCRIPTIONS

ADDITIONAL INSTRUCTIONS

**Affadavits of performance must accompany all bills, and are to be submitted to IBS.**

RATES:

Station Charge

Talent

Line Service

Other Charges

Total

Each Broadcast:	\$ <b>1.40</b>	\$	\$	\$	\$ <b>1.40</b>
For <b>208</b> Broadcasts:	\$ <b>291.20</b>	\$	\$	\$	\$ <b>291.20</b>

LESS TIME DISCOUNT:

**22½** %

LESS AGENCY COMMISSION: 15% of Station Charge

\_\_\_\_\_ % of Talent Charge

LESS CASH DISCOUNT: \_\_\_\_\_ % of net time charge

if paid by \_\_\_\_\_ th of month following services

Subject to standard conditions on back hereof.

INTERCOLLEGIATE BROADCASTING SYSTEM

PER **Sonia-Jane Brown**

accepted for **Station WHAV**

by **William Swaitley**



# Standard Conditions

## GOVERNING CONTRACTS FOR SPOT BROADCASTING

Adopted 1933 and Revised 1942 by

*American Association of Advertising Agencies and National Association of Broadcasters*

### 1. PAYMENT

[a]. The agency agrees to pay, and the broadcasting station agrees to hold the agency solely liable for payment, for the broadcasting covered by this contract unless expressly otherwise agreed in writing.

[b]. The agency personally agrees to pay for broadcasting covered by this contract, at the office of the broadcasting station or of its authorized representative, on or before the last day of the month following that in which the broadcasting is done unless otherwise stipulated on the face of this contract; or, when cash discount is deducted but payment date not specified on the face of the contract, on the fifteenth of the month following.

[c]. In all cases date of payment is material and unless otherwise stipulated the postmark date on the envelope properly addressed to the broadcasting station or to its representative shall be considered the date when payment was made.

[d]. Station's invoices for broadcasting covered by this contract shall be in accordance with the station's log and shall so state on each such invoice.

[e]. Invoices should be rendered not less often than monthly.

[f]. Affidavits of performance shall be furnished by station on request of agency.

[g]. The station reserves the right to cancel the contract at any time upon default by the agency in the payment of bills, or other breach, or in the event of any material violation on the part of the agency of any of the conditions herein named; and upon such cancellation all broadcasting done hereunder and unpaid shall become immediately due and payable. In case of delinquency in payments or impaired credit the station shall have the right to change the requirements as to terms of payment for further broadcasting under this contract as it may see fit.

### 2. TERMINATION AND RENEWAL

[a]. This contract may be terminated by either party by giving the other fourteen (14) days' prior written notice; provided that no such notice shall be effective until fourteen (14) days after start of broadcast service hereunder. If agency so terminates this contract it will pay station according to station's rate card on which this contract is based for the lesser number of periods, for all services previously rendered by station. If station so terminates this contract, agency will then either agree with station on a satisfactory substitute day or time for continuance of broadcasts covered by this contract at the card rates on which this contract is based for such substitute time, or, if no such agreement can be reached agency will pay station according to the rates specified herein, for all services previously rendered by station; that is, the agency shall have the benefit of the same discounts which the agency would have earned had it been allowed to complete the contract. In the event of termination hereunder neither party shall be liable to the other party otherwise than as specified in this paragraph, and in paragraph 6 hereof.

[b]. The broadcast time (or times) covered by the contract may be renewed by the agency by giving station two (2) weeks' written notice prior to the expiration of the contract or any extension thereof.

### 3. INABILITY TO BROADCAST

[a]. Should the station, due to public emergency or necessity, legal restrictions, act of God, or for any other reason beyond the control of the station, be unable to broadcast one or a part of any one of the agency's programs at the time specified, the station shall not be liable to agency except to the extent of allowing in such case either (1) a pro rata reduction in the time charges hereunder, or (2) if an interruption occurs during the commercial announcement portion of any broadcast a credit to agency in the same proportion to the total station time charge which the omitted commercial portion bears to the total commercial portion of the broadcast, it being mutually agreed that station shall credit agency on whichever basis is more favorable to agency. In the event of such omission station will upon agency's request make a suitable courtesy announcement as to such omission. Such omission or interruption shall not affect rates of discount; that is, the agency shall have the benefit of the same discounts which the agency would have earned had it been allowed to complete the contract. If the interruption equals or exceeds 50% of the total program time the station shall defray a pro rata share of the live talent costs, unless the interruption is due to an act of God, public emergency or legal restriction.

### 4. SUBSTITUTION OF PROGRAMS OF PUBLIC IMPORTANCE

[a]. The station shall have the right to cancel any broadcast covered by this contract in order to broadcast a sustaining program which it deems to be of public importance. In such case, the station will notify the agency, in advance if possible, but in any case immediately after such broadcast, that agency's program has been cancelled.

[b]. The station, provided it has first secured the approval of agency as far in advance as possible, may also cancel any broadcast covered by this contract and substitute a commercial broadcast of public importance.

[c]. In the case of a cancelled program, whether for the substitution of a sustaining program or a commercial program, the agency and the station will agree on a satisfactory substitute day or time for the broadcast, or, if no such agreement can be reached, the broadcast will be considered as cancelled without affecting the rates, discounts or rights shown on this contract, except that agency shall not be required to pay for the cancelled program.

[d]. In the event of such cancellation or postponement, the station will make, if approved by the agency, a suitable courtesy announcement as to the reason for cancellation or postponement and as to any substituted time agreed upon, and the station shall reimburse the agency any non-cancellable cost of live talent.

### 5. RATES

[a]. It is agreed that the rate named in this contract is the lowest rate made by the station for like services and that if at any time during the

life of this contract the station makes a lower rate for the same services, this contract shall be completed at such lower rate from that date.

[b]. All rates shall be published. There shall be no secret rates, rebates or agreements affecting rates. All rates shall be furnished agencies if requested.

[c]. If this contract is continued beyond the time specified herein, the additional broadcasts shall be considered part of this contract and the same rate shall apply until any lower rate prevailing at the time this contract is made shall have been earned; and then such lower rate shall apply to the whole contract. This provision shall not, however, cover a service rendered by station later than one year from the date of the first broadcast.

[d]. In the event of revision of station rates or discounts, this contract may be extended at the rates and discounts herein shown without penalty of short rate or discounts on previous broadcasts hereunder, for a period of not more than fifty-two (52) weeks from the effective date of such revision; provided, however, that such extension is executed not later than thirty (30) days after the effective date of such revision.

[e]. In the event agency contracts with station for additional time for the advertiser hereunder the rates and discounts shown on the rate card on which this contract is based shall apply to such additional time for a period of fifty-two (52) weeks from the effective date of any revision of rates or discounts.

[f]. All broadcasts placed with station for the advertiser within one year from the date of the first broadcast hereunder shall be combined for the purpose of calculating the total amount of frequency discounts earned, provided, however, that announcements cannot be so combined with five (5) minute or longer programs.

### 6. PROGRAMS

[a]. The contract for station time includes the services of the technical staff and of a regular staff announcer. Other talent and service charges, if any, are covered in this contract and such charges are subject to change by the agency with the consent of the station.

[b]. Should the station fail to receive program material seven days in advance of the broadcast it shall so notify the agency. Subsequent to this notification, if the station fails to receive the program material in time for the broadcast, if the programs are transcriptions, the station shall, following first broadcast, repeat a previous program unless otherwise instructed, or unless program is one of a series, in which case the station shall have the right to announce the name, address and business classification of the advertiser, produce a creditable program and make regular charge for station time and reasonable talent charge to the agency. If the programs are produced locally it shall, following first broadcast, repeat the commercial announcement of the preceding broadcast, using the agreed talent unit.

[c]. Except as otherwise hereinafter expressly provided the agency will save the station harmless against all liability for libel, slander, illegal competition or trade practice, infringement of trade marks, trade names or program titles, violation of rights of privacy and infringement of copyrights and proprietary rights, resulting from the broadcasting of the programs herein provided for in the form furnished by the agency. The station agrees, however, to save the agency and advertiser harmless against all such liability where the programs are prepared and produced both as to artists and program content by the station excepting only such liability as may result from the broadcasting of the commercial credits and other material as furnished by the agency. Station will save agency and advertiser harmless against all such liability with respect to music on station-built programs. Station will save agency and advertiser harmless against all such liability with respect to music on agency-built programs provided such music has been cleared and approved for broadcasting by a licensor designated by station. Agency will save station harmless against all such liability with respect to music on agency-built programs if such music has not been cleared and approved for broadcasting by a licensor designated by station.

[d]. Notwithstanding the indemnitor (party hereto on whom duty of defense is imposed) shall have assumed the defense of any litigation hereunder, the indemnitee, upon relieving the indemnitor in writing of its obligations hereunder with respect to such litigation, shall have the right, if it shall so elect, thereafter to conduct the same at its expense by its own counsel. It is understood, however, that by common consent, the litigation and the responsibility of the parties hereto may be handled in some other way. The indemnitor upon request shall keep the indemnitee fully advised with respect thereto and confer with the indemnitor or its counsel.

[e]. Programs prepared by the agency are subject to the approval of the station management both as to artists and to program content.

[f]. The provisions of this paragraph shall survive any cancellation or termination of this contract.

### 7. GENERAL

[a]. This contract is subject to the terms of licenses held by the parties hereto and is also subject to all Federal, State and Municipal laws and regulations now in force, or which may be enacted in the future.

[b]. The rights under this contract shall not be transferable to another advertiser than the one specified in this contract unless the consent of the station has been obtained.

[c]. In dealing with agencies, the station shall follow a uniform policy to avoid discrimination.

[d]. The agency agrees that it will not rebate to its client any part of the commission allowed by the station.

[e]. All requests by agency for station to handle audience mail must be submitted to station in advance and approved by station.

[f]. The failure of the station or of the agency to enforce any of the provisions herein listed with respect to a breach thereof in any one instance shall not be construed as a general relinquishment or waiver under this agreement and the same shall nevertheless be and remain in full force and effect.

(OVER)



# IBS BULLETIN



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NOVEMBER, 1946

30 ¢ per copy  
\$2.50 per year .

"THIS IS THE INTERCOLLEGIATE BROADCASTING SYSTEM"



Editor:  
Sonia-Jane Brown  
Evelyn Belov

# I. B. S. BULLETIN

Volume VII Number 3

(Published monthly except in July and September, by the Intercollegiate Broadcasting System, 507 Fifth Avenue, New York 17, N.Y.)

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THE COVER: This month's cover shows members of the Brown Network from past and present. The silhouetted figure symbolizing the numeral one is Walt Neiman, the Assistant Program Manager of WBRU this year, and supervisor of the 10th Anniversary celebration. The two figures in the numeral zero are Ralph Arnold, '43 and Vincent Luca, '42, Technical Manager and President respectively. They are stringing wire through one of the steam tunnels connecting the studio and dormitories.

### Officers of the Intercollegiate Broadcasting System:

George Abraham, Chairman  
David Borst, Technical Manager  
David Linton, Program Manager  
Sonia-Jane Brown, Station Relations  
    Manager  
Alan Rich, Music Director  
Harriet Linton, Research Director  
Kurt Shell, Director of International  
    Broadcasts  
Paul Yergin, Assistant Technical Manager  
    in charge of Design  
Gladden Houck, Jr., Assistant Technical  
    Manager in charge of Facilities

### TECHNICAL ADVISORS:

Gordon Graham  
William Hutchins  
Richard Kaye  
Robert Mills  
Clement Moritz  
Sheldon Sprague  
Howard Tompkins  
William Tuller

### ADVISORS:

William E. Sullivan  
Thomas J. Wertenbaker



# Yankee Network To Air WBRU Anniversary Show

The Yankee Network, with 23 stations in the New England states, will broadcast WBRU's tenth anniversary program on December 4, from 8 to 8:30 PM. Originating in Brown's Alumnae Hall, the broadcast is the first campus station production to be carried by a major network.

The broadcast, written by Charles Scovil Jeff Boll and Walter Neiman, marks ten years--to the day--from the initial message George Abraham sent from his dormitory room to Dave Borst, tuned in for the "broadcast" in his dorm. Equipment consisted of a microphone and audio lines--no more.

The anniversary show dramatizes the experiences the two men had in sending programs to other students, and in perfecting true radio transmission to all points on the campus through carrier-current.

Incorporating highlights from the history of the station, the half hour program turns back to the days when the station was first recognized by the campus paper, through its career as BUBC, up to the present. Also included are scenes to recreate the first broadcast, acquisition of, and furnishing of larger and more convenient quarters, visits of distinguished station visitors, and outstanding broadcasts. Early in its career, in 1942, the station short-waved a broadcast to England, salute to university students.

The anniversary show will also outline the way the station operates by means of a dramatization of the functions of various departments. President Wriston, of Brown University, will talk briefly on the role the station has played in campus life, and the station's founders--George Abraham and Dave Borst, will be interviewed.

About 800 guests--members of the faculty and administration of the University, representatives of the local radio stations and newspapers, and the many friends of WBRU--will attend the broadcast. All of station WBRU's alumnae have been invited to attend both the broadcast and the informal reception to follow.

The Yankee Network is providing equipment and engineers for the program, and they will supervise the technical end of the production. The broadcast will be recorded in the studios of WEAN, local Providence station, so that copies of the half hour's program may be available to all other IBS stations.

THE TEN YEARS of existence of a radio station on the campus of Brown University, the first such station in the country, have been characterized by many ups and downs, anxious experimentation with radio transmitting signals, the sometimes difficult work of "breaking the ice" to administration officers--and a gratifying number of fine and unusual broadcasts.

#### IN THE BEGINNING...

Dave Borst and George Abraham had both experimented with various phases of radio before coming to Brown. The summer before he entered college, George had devised a system for hooking up several radios to one, for the purpose of relaying messages. After two months of college had proved to him that his studies wouldn't be too arduous, he checked into his dorm after a Thanksgiving vacation--with all of his radio equipment. Only a few days later, on November 30, 1936, he began operating a communications unit in his dorm, enlivening his messages with recorded musical interludes. Demand from his fellow students encouraged him to extend the communications system across a street to another dorm.

The story of George's venture was published in the campus paper, and carefully read by Dave Borst. Dave felt that the system was exactly what his dorm needed; George was readily convinced that Dave should install another "branch" system. Before long, several "stations" were installed--in the infirmary and newspaper office--devised so that messages could be sent as well as received on each set.

#### ANOTHER YEAR

The second year of the life of the Brown Network (so called because its wired net is strung all over the campus) was marked

# W B R U F i r s t

by the advent of "studios" in George's room in Slater Hall, equipped with playback machines, microphones, and even a switchboard for routing programs. There was a ten-watt P.A. amplifier with 2 mike input, 8 mikes, crystal phono-pickups, loudspeakers and two radios. The station subscribers were organized in their dorms under section managers, who, by then, were the only ones permitted to talk on the line.

The section managers were in charge of the installations in their dorms, where the network wires were connected into the control grid of the output tube on each student's radio receiver; volume and interference were controlled by resistors in series. These receiver sets were also fixed with a toggle switch, allowing the listener to cut out the net if he chose. The system was grounded in a-c return wires, or a-c/d-c light plugs.

To install the 16,000 feet of enameled wire to the dorms, network men climbed and crawled over the roofs of all buildings on campus. Two main circuits were used; one for transmission to regular subscribers, another provided the communication circuit for the section managers. Meanwhile, there were complaints coming



# - The Decade

from the Dean's office about hazards to life and limb; more from the Bursar who worried about the insurance company's displeasure at the sight (and potential danger) of wires strung through branches of Brown's historic elms. This particular battle ended when the hurricane of 1938 destroyed most of the trees in question.

But there were still other problems to be solved. The main studios and switching equipment were located in George's room. A great deal of space was occupied by equipment; performers took up the rest of it. So George's roommate retired to his pocket-sized bedroom for all practical purposes, and George took over a large and icy room in the basement for his own study.

## WANTED: ENCOURAGEMENT

As the network progressed, the administration began to show its skepticism of the whole idea. One dean gave limited permission for operations, and approved installation of the wires. A month later the network was refused permission to operate. Four hundred students, and many faculty members petitioned the committee on student activities, outlining the aims

and possibilities of the network. As a result, the Brown Network appeared as an authorized student activity, with the understanding that it be forbidden to accept commercial broadcasts.

Therefore, when the Network group wanted to broadcast a Brown-Dartmouth football game from Hanover, it was necessary to take up a collection - of nickels and dimes - to pay for line charges. The response was encouraging, for the students were glad to help the station play still another important role on campus.

In the fall of 1938 the administration permitted the network to solicit local advertisers, so that the station could be self-supporting. There were restrictions on the permission, however. Profit to any member of the staff was forbidden; a list of prospects had to be submitted to a dean for approval; the list of prospects was limited by location; books had to be kept, and checked by officials of the University; and, the permission was liable to recall at any time.

Moderate success crowned the efforts of the business department; enough funds to allow the staff to abandon its practice of purchasing equipment, footing all the bills, did come in. The business department soon learned how to deal with delinquent accounts. When the town tailor ran up a bill for \$70, and refused to pay, it was discovered that George's new suit had been made by him, and was still unpaid for. The suit was charged against the tailor's advertising bill and both debts were settled without payment.

## THE WIRED WIRELESS

The major disaster to the overhead lines system brought about by the hurricane, a

(continued on page 20)

# Where Do They Go From Here?

What happens to the presidents of a campus station, or to any of its officers, after graduation? Do many of them go into radio work, or do they take up other work for which they were preparing in college? How many are in related fields?

A quick survey of the recent events in the lives of WBRU's past presidents shows that about one fourth are now in radio or related fields. However, valid conclusions are impossible at present, for many of them have just returned from service and are back at college, or have only recently graduated and are not yet in the position of their choice.

Here's what Brown Network's past presidents are doing:

George Abraham, '40: Works for the Naval Research Laboratories. Is Chairman of IBS Executive Committee, and member of IBS Board of Directors.

Myron Curry, '41: Served in army during the war. Presently Continuity Director of station KMBC, Kansas City.

Vincent Luca, '42: Just returned from service in Army's Chemical Warfare Division; may return to medical school..

Bill Saunders, '43: Worked on some AFRS stations during the war. Currently employed as an announcer at WTRY, Troy, N.Y.

Jack Lennon, '43: Graduated college in June, after his army release. Current job unknown.

Bill Saviano, '44: Presently at Yale Medical School.

Herb Barlow, '45: Returned from Navy; is studying law in Washington, D.C., to be a patent attorney.

Will Farrell, '46: Graduated from College. Present work unknown.

Don Burnside, '46: Returned to Brown to complete engineering studies.

Bill Murphy, '46: Returned to Florida after graduation. Presumed to be employed at a radio station there.

Ralph Waters, '45: Returned to Brown, after war service with the Navy, to study engineering.

Roy S. Fine, '45: Served in the army, present whereabouts unknown.

Gordon Graham, '45: Engineering student; has worked for Westinghouse Electric for the past two years.

Dave Owen: Still at Brown

Bernie Frechtman: Present Program Manager of WBRU.

## WHCN HAS NEW OFFICERS

Three board positions on station WHCN, the Crimson Network at Harvard, were filled by elections held November 12. Harold P. Field is new President of the station; the Program Manager is Leonard M. Passano III; John McGrew was elected Technical Director. Gerald Genn, who worked on the Crimson Net before going into the Army, has been serving as Advertising and Production Manager this fall.



# 4 New Stations!

In a flurry of activity, four new groups joined IBS in Trial Status in just two weeks. The new members of the System are:

## Carnegie Institute of Technology:

WCIT, the campus station at this school, has been operating for several weeks. The station hopes to be a full Member of IBS in the near future. Staff includes:

Ephraim Abramson....Station Manager  
Robert Parks.....Production Manager  
James Woodford.....Chief Engineer  
David Crantz.....Program Manager  
Ernest Lowenstein...Business Manager  
George Kimberly.....Faculty Advisor

## University of Oklahoma:

The Radio Department of the University of Oklahoma has been granted Trial Status. Station will be under the supervision of Sherman Lawton, head of the department.

## Knox College:

This prewar IBS station has rejoined the System; the present group hopes to have the station in operation soon. The students who are reviving the interest in radio on the Knox campus are:

James S. Moser.....President  
Robert S. Strauss....Business Manager  
David J. Heller.....Technical Manager  
William D. Morrow....Program Manager  
Robert M. Putnam.....Faculty Advisor

## Olivet Nazarene College:

This Illinois college will be on the air as soon as a transmission system is installed, as they already have a studio and control room. The facilities include a speech console; 2 dual speed turntables; 3 cutting tables; 4 mikes, with 2 more on order; a remote studio and an office.

The station, to be called WONC, will be under the supervision of George A. Snyder, the Director of Radio. Other members of the radio department include Bernie Smith, Supervisor of the Workshop; Marvin Carmony and Elmer Davenport, Engineers; and Clarence E. Moore, Supervising Engineer.

Radio students at Olivet now use WJOL, standard station in Joliet, for broadcasts. Presentations include Afternoon Meditations, an inspirational show, and Highlights in Music, outstanding music from the classics.

A HEARTY WELCOME TO OUR NEW MEMBERS! We are looking forward to the time you are on the air.

## WHC BROADCASTS GAME FROM HAVERFORD

WHC, Hamilton, carried the Hamilton-Haverford game from Haverford, with the cooperation of the WHAV staff, over 350 miles of leased wire. Ed Kelly, station president, claims this is the longest remote yet run by a campus station. Anyone know a longer one?

WHC is installing a new patch panel, console, and modulator, at a cost of about \$450. The station still has a few technical difficulties, but they are being ironed out.

### WYBC PLANS MOVE TO NEW STUDIOS

Yale's active campus station, WYBC, is planning to move to new studios in the Student Activities building before the end of this year. At the same time, the hours of broadcasting will be extended, to make full use of the talents of the 51 present board members and all freshmen who complete station competitions.

Recent noteworthy programs have included a description of a cocktail party honoring Martha O'Driscoll, Hollywood star, and remotes of undergraduate songfests from local restaurants.

### UCBS ON AIR FOR FALL TERM

The Husky Network, operating station UCBS on the University of Connecticut campus, went on the air for the fall semester November 12. Station is applying for full Membership and hopes to achieve that status in the near future.

### "OFF-THE-WIRE" INTERVIEW SHOW USES WIRE RECORDER

WKCR, Columbia's IBS station, is using a portable wire recorder for a twice-a-week series of interview shows. Prominent students and faculty members at Columbia and notables in New York City are interviewed for the program. Show is produced by Jim Cattell and Bernie Stollman, who record the interviews for broadcast.

### WPRU FORESTALLS DISASTER

According to a recent AP story, station WPRU at Princeton managed to warn students of an approaching convoy of University of Pennsylvania students "presumably to paint the campus" the night before the Princeton-Penn game. Airing the warning brought out some 400 Princetonians to block all approaches to the campus. Penn

foray was a revenge move for painting job Princeton students did on the Penn campus the day before.

### BUCKNELL STAFF FOR TERM ANNOUNCED

Jeane Morgenthal, Director of WBRG at Bucknell, has announced the station's staff for this year. Walter Noll is Business Manager, with Gloria Child Advertising Manager. Audrey Johnson is Office Manager. The Dramatics department includes Clint Morantz as Director, with Sally Titus and Ted Titelo as his assistants. Jane Farr is Script Director, Gladys Kurtz Director of Music, while Charles Hafey and Carole Fox work on special features. The rest of the staff includes Robert Miller as Chief Engineer and Jean Rolka as Publicity Chairman. Faculty advisors this year are Harry V. Newkirk and Walter Bueffel.

WBRG's schedule calls for 39 broadcast hours a week, including a seven hour program each Sunday. The Program Department has utilized the IBS survey, insuring Bucknell listeners of the type of programs they like best.

### NEW SPORTS SHOW ON WBRU

Bill Roach, the Brown Herald's sports columnist, has started a series of weekly shows on WBRU. "Brown Sportscastr" gives the news of current games, and predictions of Ivy League games of the current weekend.

### INCIDENTAL INTELLIGENCE

Station KUTA, Salt Lake City, recently awarded a radio to the student at the University of Utah who showed up at the Student Union building in the loudest shirt and tie. Contest was broadcast by KUTA.



# THIS MONTH

## UNION CELEBRATES FIFTH BIRTHDAY

UCRS, "The Voice of Union College" is celebrating its fifth anniversary of campus broadcasting, coincident with the tenth anniversary of WBRU, the home of campus broadcasting. With its thirty-year background of radio endeavor, including operation under call letters WZXQ, WLR and W2GSB, the Union College Radio Society is proud of this newest activity of radio on the campus. "The Voice of Union College has grown, in its short life, to be one of the most important phases of campus life at Union.

As the sixth year of UCRS' place on the airwaves begins, the station staff members look forward to the completion of the major portion of its new studios. These studios, and the equipment furnishing them, were designed by the IBS Technical Department, who worked with the Radio Society and the college administration. Much of the technical aspect of the work has already been published in the "Bulletin"; further reports will be published as the work progresses. UCRS' is considered a "model" installation, and can well serve as an example for other colleges seeking studio designs.

For the first time in its history, UCRS has a regular assigned faculty advisor, Mr. B. C. Robbins, teacher of speech and radio script writing at the college. In addition to his advisory position with UCRS, Mr. Robbins is advisor to the dramatic society. The student staff has also been augmented by the return of many former staff members, among them a former

president--who has resumed that position --and two former program managers who've taken over the offices of program and technical managers.

## KAEO SETS DATE FOR INAUGURAL BROADCAST

Charles H. Broadhurst, Jr., President of KAEO, trial station at the College of the Pacific, has announced that the inaugural broadcast of the station is tentatively set for December 2nd. Installation of the equipment had been delayed in anticipation of new quarters, and is under the supervision of Lee Berryhill and Jim Ludlow, KAEO's engineers.

## TURNABOUT IN FOOTBALL BROADCASTS

Staffs from WHAV and WES were on hand in Middletown, Conn. on November 2 to broadcast the Haverford - Wesleyan football clash. Each staff had its own equipment, broadcast to the home campus (WHAV rented a line for the broadcast). During the half the announcers interviewed the staff of the rival station, bringing the opponent point of view on the game to each campus.

## MERRY-GO-ROUNDER VISITS WSRN

Drew Pearson, author of the syndicated column "Washington Merry-Go-Round," will be the guest of honor at a WSRN banquet the 27th of this month. After the dinner he will speak to the WSRN staff, and discuss some aspects of his radio broadcasts. Pearson is an alumnus of Swarthmore.

(continued on page 18)



# SERIOUS MUSIC

## ON RECORDS

by  
Alan  
Rich

This season brings with it the greatest number of new record releases since well before the war. Manufacturers seem to have solved most of their reconversion problems: record surfaces have almost returned to their prewar quality, and the welter of defective discs that plagued collector and dealer alike have now diminished considerably. However, the much advertised postwar recording techniques still seem to be something of a myth.

Compare, for example, Victor's prewar recordings of the Boston Symphony Orchestra with their latest BSO discs. The 1940 recordings are almost breathtaking in their realism, clarity, and downright beauty of tone; the 1946 recordings are overbrilliant to the point of harshness, have a dynamic range that sounds fine in Symphony Hall but not in your home. And there's a hall echo that blurs each note into the one following it. Columbia has solved some of its orchestral recording problems, but still has a long way to go. Their recordings are often so brilliant that there's no bass at all, or so boomy that the strings are all but inaudible.

Recordings recently brought over from Europe, either on domestic or foreign labels, indicate that our American engineers have much to learn.

As for a promised return of many superb recordings deleted from catalogs during the war, they're making a comeback on a painfully slow scale. Newly recorded chamber music of Mozart, Brahms, Beethoven, and albums of great lieder reach the shelves of the larger record shops at the rate of about five a month. Since most dealers have built a waiting list of

five hundred customers for each of these "rarities", the average collector's no better able to stock up on long wished-for records than he was during the war. Patience is still the watchword.

Now for a look at the most noteworthy of the new albums; Columbia has issued an album of Bach's great D Minor Clavier Concerto, performed by Eugene Istomin, and the Busch Chamber Players. 20-year old pianist Istomin marks his record debut with a performance notable for its clarity and rhythmic precision, and a rare knack for good ensemble playing. A rather cold approach, which might disappoint those who lean toward the more romantic style of Bach interpretation, has an air of authenticity that seems more pertinent to the music at hand. The Busch orchestra provides a taut, rhythmic backing, with the proper amount of flexibility in the slow movement.

A choice Victor release is Sir Thomas Beecham's performance (with the London Philharmonic) of Haydn's Symphony No 97. This, some of the grandest music I know, has a tremendous sweep and majesty that is not always thought of in connection with Haydn. An old Victor recording by Hans Weisbach, now deleted from the catalog, gave this work an extremely vital performance. However, Sir Thomas' version smooths down the rough edges, and comes closer to the popular conception of what Haydn should sound like. I'd like to own this set for its elegance and refinement--if I didn't have the old Weisbach recording. Incidentally, the Beecham album is splendidly recorded.



Another Victor release--again featuring Sir Thomas--is a single record of Mozart's Seraglio Overture. It is a truly delightful reading, but the recording is not worthy of it. The composer's quaint use of bass drum, cymbals, and triangle are sadly muffled. However, these instruments can be heard on a good machine.

Columbia recently issued an unfamiliar work of Beethoven, the String Quintet in C Major, Opus 29. An early example of Beethoven's art, and a great one, this quintet deserves more frequent hearings. At the risk of heresy, I should like to express a preference for the old Lener Quartet performance over the current one by the Budapest group. The Leners play with a more genteel, relaxed spirit, allowing the work to bubble forth under its own considerable power; the Budapest musicians seem too conscious of the fact that they are playing Beethoven, and try to get too much out of the music. Also, the Lener recording, probably ten years older than the Budapest, sounds far more like a group of musicians than does the thin wiry sound which the 1946 Columbia engineers have captured on discs. The second violist in the new set is Milton Katims, in the older set, William Primrose.

Speaking of Mr. Primrose, he's recorded an album of modern works that makes more interesting listening than one might think. Of the works by Arthur Benjamin, the Elegy, Waltz and Toccata, in particular, have a wonderful long-breathed melody that the Primrose viola turns to pure gold. The Roy Harris numbers are worth hearing, too. Vladimir Sokoloff accompanies admirably at the piano, and Victor has done some of its best recording in this set.

Another newcomer to records is Mahler's lovely song-cycle, Songs of A Wayfarer. The album also serves to introduce the beautiful voice of young Carol Brice. Fritz Reiner and the Pittsburgh Orchestra accompany with delicacy and taste, and the recording, for all I've said, and heard against Columbia, is surprisingly good.

Obviously, Columbia is trying to build up a backlog of American-made recordings of the standard repertoire, but why they should replace the superb Beecham album of the Cesar Franck symphony with one by Ormandy and the Philadelphia Orchestra is not clear. The Ormandy performance is straightforward enough, and clearly recorded, but has no reason for existence that I can see. The same goes for their release of Rodzinski's reading of Brahms' First--also an acceptable set, but certainly in no class with Weingartner's.

A welcome addition to the Columbia catalog, however, is the recording of the First or "Spring" symphony of Schumann. Erich Leinsdorf's performance with the Cleveland orchestra is first-rate.

A connoisseurs' item, but one that should gain general favor, is an album of Rachmaninoff's songs, movingly sung by Jennie Tourel. Due to Columbia's engineers the fine piano accompaniment of Erich Itor-Kahn sometimes sounds in the next room.

If you're looking for new recordings of the classical "hit parade" Victor's new set of Rachmaninoff's Second Piano Concerto should satisfy. Artur Rubenstein may not be all that Victor's publicity department claims, but he does know how to play music, and his support by Vladimir Golschmann, the NBC Symphony and the sound engineers is all one could ask.

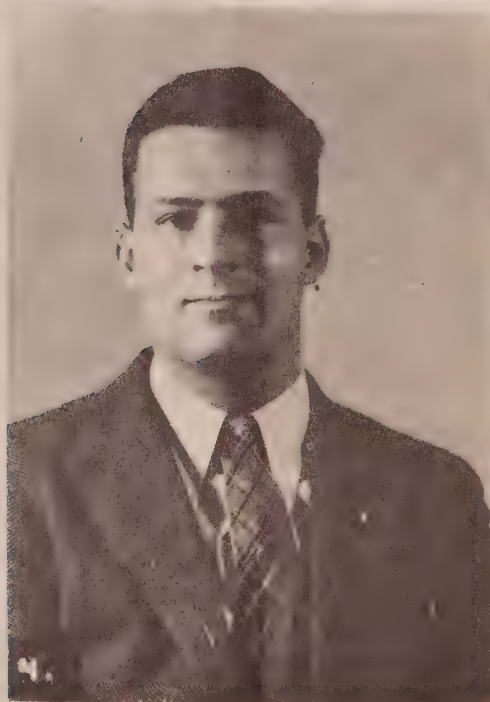
And, if you're all set for a good cry, you might try Koussevitzky's new album of Tchaikovsky's Fifth. Certainly the Russian conductor wrings the last bit of pathos out of the music, and if my own tastes lean toward a more restrained presentation of the music (such as the recordings by Beecham, or, surprisingly enough, Ormandy) that's strictly my own business. The new recording is well above the recent Boston Symphony caliber, but it's still a good idea to keep your hand on the volume control if you live in an apartment.





# PHOTO

# HIGH



1) Dramatic group of Brown University and Pembroke College broadcast a student-written skit. 2) Dave Sarnoff, Jr. '42, and George Stuckert, '42, string wires on a dormitory roof. 3) Chairman George Abraham, '40, Technical Manager Dave Borst, '40, and Operations Manager John Baily at the controls of the Brown net



# LITES of WBRU



4) George Abraham, founder of the Brown Network, and of IBS. 5) Brigadier General David Sarnoff, Chairman of RCA, and his son at the controls--then located in George Abraham's room. 6) Jonathan Duthie, '42, conducting a MAN ON THE CAMPUS program.



# Guide To Publications

In response to the numerous queries on radio write-ups--material dealing with events, trends, programs and personalities in the industry--we've compiled a list of publications that are of interest to station staff members. An evaluation of the material in each publication is included.

## PUBLICATIONS

**BILLBOARD:** This weekly magazine originated as a circus and vaudeville trade paper. It now covers theaters and radio usually treating the latter on a "status quo" basis. General radio coverage has slipped since the whole department was revamped several months ago.

**VARIETY:** Weekly newspaper with original coverage of theaters, movies, orchestras and the whole entertainment field. Radio department is excellent; does a tip-top job of reporting on trends in the industry and portraying the over-all picture revolving around specific events. This trade paper is a "must" reading!

**BROADCASTING:** Weekly trade for the radio industry. Gives detailed information on changes in station staffs, FCC actions; runs a good classified section, much material on sponsors and business. Stories on general radio interests, such as clear channel allocations, are slanted to suit the reactionary viewpoint of the editor. All in all, good radio coverage, but allowance must be made for editorialization. Recommended for IBS stations.

**RADIO DAILY:** Includes much the same material covered in "Broadcasting", but on a day-to-day basis, and without the obvious editorial slant. Unimportant material often emphasized because sufficient real news--enough for a daily trade--is lacking.

**DOWN BEAT AND METRONOME:** Weeklies having most to do with popular music and orchestras, plus much info on radio appearances and reviews of current popular recordings. Useful for continuity writers and program people working with popular music.

**FM, FM & TELEVISION:** These two papers carry all current news on developments and problems peculiar to the field. Of passing interest except for those in FM and/or television work.

**RADIO AND TELEVISION NEWS:** Weekly trade paper published on the west coast. Hopes to compete with "Broadcasting". May, in the near future, carry a column of news about IBS stations.

**RADIO BEST:** Scheduled for publication early in December, this magazine is designed as a critical journal -- and program guide, for the general public. If it lives up to its promises, it should be a good paper to have around.

**AER JOURNAL:** Monthly, published by the Association for Education by Radio. Carries material on radio workshops and courses, plus material on Alpha Epsilon Rho, radio fraternity.

**PRINTER'S INK, TIDE, ADVERTISING AND SELLING, ADVERTISING AGE, EDITOR AND PUBLISHER, THE ADVERTISER:** Magazines aimed at an audience of publication, advertising and radio personnel. They do contain much information on general advertising, but otherwise are lacking in interest.



## RADIO COLUMNS

The radio columns listed below are not "run-of-the-mill", and do not carry any program listings or "gossip". They are concerned with the over-all picture of radio, and contain a good portion of critical material.

LOU FRANKL, in the "New Republic". "In One Ear", Frankl's very readable column contains good critical analysis of policies and practices in radio. The former editor of "Billboard" brings his experience as a station man and writer into play in commentary well worth reading.

JOHN CROSBY, in the "New York Herald Tribune". Here's a lively column, written by a man who doesn't even see the station news releases--he simply turns on a radio and comments on what he hears. His analysis of the failures of programs to appeal to large segments of the public and criticisms of specific programs are excellent. Perhaps too excellent for the comfort of some radio writers!

JACK GOULD, in "New York Sunday Times". Gould heads a department that puts out excellent weekly publication material. His own articles discuss matters of good and bad program taste; give critical analysis of shows; show concern about the hows and whys of good public service programming.

SEYMOUR PECK in "PM". This column isn't regular, but when it does appear, its concise and sharp comments on programs are splendid. Peck tends to concentrate on panning corny and worse programs--but he does it well!

ALBERT WILLIAMS, in the "Saturday Review of Literature". "Listening" makes an infrequent appearance in this mag. Presently, Williams is discussing the over-all organization of the radio networks, and will probably analyse the methods of operation and presentation of programs. On the whole, good material, but too erratic in appearance to be useful.

# Letters to THE Editor

Miss Sonia-Jane Brown  
Station Relations Manager  
IBS - 507 Fifth Avenue  
New York 17, New York

Dear Sonny,

Having been in the Navy for a while, and away from WKCR, the October 1946 copy of the IBS "Bulletin" is the first I've seen. Let me add my belated but nevertheless sincere congratulations to the hundreds you must have already received.

The "Bulletin" not only made a hit with all the IBS stalwarts at the station but also received high praise from the leaders of other campus activities and from members of the faculty. The "Bulletin" is not only a step forward in the new--"peacetime"--IBS setup, but moreover, is an added aid in helping me promote IBS and WKCR on the Columbia Campus.

Very sincerely,

CULLEN P. KEOUGH  
President

WPRU TO BROADCAST OVER WAAT

Arrangements have been made with station WAAT, Newark, for the broadcast of two program series prepared by the staff of WPRU, Princeton. A half-hour weekly forum and a variety show featuring WPRU talent will be fed to WAAT by wire line.

The Princeton station recently purchased a Collins four-channel remote amplifier for use in originating these and other remote broadcasts.

# THE BEST

# BOOKS

PROFESSIONAL RADIO WRITING  
Albert R. Crews

(Houghton Mifflin - \$4.00)

The NBC-Northwestern radio courses have not only turned out some 500 well-trained radio people; they have produced the best textbooks on radio that have hit a full market. The third book in the proposed series of five, Albert Crews' *PROFESSIONAL RADIO WRITING*, does not make the mistake of presenting the would-be radio writer with a group of formulae on the format and phraseology for the different types of radio shows, followed by lengthy examples. Instead, Mr. Crews discusses the problems peculiar to writing for radio, and the mechanics involved---and only then does he go on to particular program types.

"Writing, for radio or any other medium is a way of life, and involves constant reflection on the writer's discoveries about life, and of the distillation of these observations and reflections into artistic creations. It is", says Crews "the phenomenon which occurs when the personality of the author reacts so very strongly to what is going on around him that the reaction itself creates a new quantity." He continues, explaining an artist--writer--draws from a reservoir created from his experience and reaction to experience, and that one can fill the reservoir by extracting something from every happening.

What the writer creates from the distillation of his experience depends on what he wants to tell. He must know his market, the ultimate consumer of the particular radio program; he must know the

demands of radio's aural style; the restrictions put on him by stations in the interests of good taste; and something of the style in which radio material is prepared for use. Then, and only then, can he attempt to write specific types of radio programs.

Mr. Crews did a particularly fine job in the last part of the book, with detailed analyses of the problems involved in preparing specific types of programs. Much attention is paid to setting scenes, making the material appealing to the ear and to the proper openings and closings of all material.

For anybody's money, this is the top book in the radio writing field, because of the completeness of the material and the clarity of the explanations. Perhaps the very top writers don't need such a discussion of radio writing; but certainly there are no beginners who can afford to be without it!

RADIO IS YOURS  
Jerome H. Spingarn

(Public Affairs Pamphlet #121 - 10¢)

This short pamphlet has an analysis and summation of the arguments that've been flying around ever since the publication of the FCC Blue Book--namely, the question of regulating radio programs and restraining certain advertising excesses.

Spingarn, who is in favor of more stringent regulation, discusses the trend which led to this demand, and the place of the listener as the final arbiter of radio's programs.



**THIS FASCINATING RADIO BUSINESS**  
Robert J. Landry

(Bobbs-Merrill - \$3.75)

As radio editor of "Variety" and a program executive at CBS, Robert Landry had lots of time to learn everything about radio. He has set down the "all" of it in one of the breeziest factual books on radio--crammed full of interesting highlights of radio's history, illustrated with excellent examples of the many aspects of the business, and written in a manner that compels the reader to whiz through the book from beginning to end.

Here are studies of the roles stations play in different sized communities, a vivid re-telling of the old ASCAP network fight; a fine description of the interdependence of all phases of a complex business. A painless way to learn about radio business in general, with a maximum of entertainment as reader-bonus! Don't miss it!

S-J.B.

**MUSIC IN RADIO BROADCASTING**  
Gilbert Chase, Editor

Contributors: Belviso, Bennet, Black, Chotzinoff, Dunham, Graf, Hall, LaPrade, and Mamorsky.

(McGraw Hill - \$1.75)

Here's one of the most important and fundamental contributions professional radio has made to the college broadcaster since books on the subject have been written. A model of conciseness, the 142 pages of MUSIC IN RADIO BROADCASTING are crammed with the very kind of straight-from-the-shoulder advice that

has been so much in need ever since college broadcasting came of age. I wonder that I managed to help run a station without it!

Based on ten sections, by as many experts in their respective fields, MUSIC IN RADIO BROADCASTING spans its subject from building and producing the musical program, through the specialized fields of composing and conducting, to musicology, music rights, and opera in television. Obviously, some of these sections are far afield of campus broadcasting; nevertheless, they are invaluable stimulants to the reader.

Of immediate importance to the college station are David Hall's article "Musical Continuity for Radio", Ernest LaPrade's "Building the Musical Program" and "Composing for Radio" by Morris Mamorsky. And of these three, perhaps Mr Hall's section is the most useful to us. In masterly fashion, Mr. Hall outlines the requisites of a good script for various types of music programs. What's more important, he explains what makes each of its parts good or bad.

As to Mr. LaPrade's article, I can't swallow it whole, although it does contain a good portion of common sense. I also included Mr. Mamorsky's section on composing, not in its first aspect, but as a very excellent guide on the use of recorded music for a dramatic show.

Since IBS has obtained for its members a blanket clearance for all music, the section on music rights will be referred to mainly with regard to those infrequent "live" shows we do. Whenever that situation does arrive, though, you'll find that Mr. Belviso has the right answer.

Obviously, MUSIC IN RADIO BROADCASTING is a "must" for every station library, and recommended reading for all its personnel--executives included!

John Pessolano

# RECORD REVIEWS

by Joel Chaseman (WVBR)

This month we're going on a conservative kick! We find it just a bit confusing to hear and read of hundreds of recording companies which enter the field--for two or three releases--then quietly fold up their presses and mutely expire. This month, therefore, we intend to limit our discussion to the so-called "big" firms. We'll try to catch up on the releases of Victor, Columbia, Decca and Capitol.

## HOT

- \* You Made Me Love You
- \*\*Heywood Blues (Dec 23677)

EDDIE HEYWOOD seems to have lost a small bit of the spark that was kindled into a fame just a while ago. These sides don't compare with his "Beguine" or "Ole Virginny". Perhaps he's been accompanying Bingo too much.

- \*\*Scuttlebutt
- \*\*Gentle Grifter (Vic 20-1929)

ARTIE SHAW, when between marital upsets, seems to put out some very fine platters. This record, made when Shaw was working for Victor, shows off the fine side-men he had at the time, as well as the justly famous Shaw clarinet. Kessel's guitar and Marmarosa's piano are also outstanding.

- \*\*\*When A Woman Loves A Man
- \*\*\*Julia's Blues (Cap 320)

JULIA LEE, new on Capitol, is no novice in the music field. She's been singing the blues in Kansas City for years and years. These sides are the very best in blues, both vocally and instrumentally. They're musical, sincere and tasty.

## vocal

- \*\*Silent Night, Holy Night
- \*\*\*Adeste Fideles (Col 37145)

FRANK SINATRA is always easy to listen to. This platter should be a station-standard for the season.

- \*Things We Did Last Summer
- \*Sweet Lorraine (Dec 23655)

BING CROSBY and JIMMY DORSEY have both seen better days.

- \*\*A Gal In Calico
- \*\*\*Winter Wonderland (Cap 316)

JOHNNY MERCER and THE PIED PIPERS have come up with another one. The tempo is down, but the beat is great. "Winter Wonderland" is a fine old song, warmly done.

## sweet

- \*\*\*Star Dust
- \*Sooner Or Later (Cap 305)

BILLY BUTTERFIELD is on the way. That trumpet is right up there with the best of them. "Star Dust" is an elaboration of the famous introduction to the Artie Shaw arrangement.



**\*\*These Foolish Things**  
**\*\*Time On My Hands (Vic 20-1930)**

ARTIE SHAW again, with more of his old Victors. These are typical Shaws, and sure to be crowd-pleasers.

??Tales From The Vienna Woods  
??Humoresque (Dec 18919)

Exactly what is GUY LOMBARDO trying to build? It's true that he can't equal modern dance orchestras, but is that justification for cozing into the light classical field? If he had something to offer, it would be different.

## NOVELTY

**\*\*Enlloro, Parts I and II (Dec 23213)**

CARMEN CAVALLERO records his standard again. Call it Enlloro, call it Voodoo Moon, it's still fine explosive Latin piano.

**\*\*\*The Christmas Song**  
**\*\*\*In The Cool Of Evening (Cap 311)**

KING COLÉ TRIO with a strange release. "Christmas Song" will be good for years. "Evening" is almost clerical in concept and execution, but it is carried off well by the versatile Nat.

**\*\*\*Dese Bones Gwinna Rise Again**  
**\*On The Jericho Road (Cap 315)**

WALLY FOWLER and the OAK RIDGE QUARTET have put two old favorites on record and the result is satisfactory. "Dese Bones" is faithfully done, with all the oldtime fervor.

# DRAMA GUILD

## at COLUMBIA

WKCR at Columbia has inaugurated a new series of dramatic shows under the direction of a different staff member, or writer, each week. Based on the premise that production and direction of dramatic shows would be improved if under the supervision of experts in those fields, the station's productions have proved stimulating and unusual. Production of the shows, including choice of music and sound effects, is under the supervision of Richard Kandel.

Some of the plays in the series have been originals, and others adaptations from different literary sources. "Dream Into Egypt," a fantasy on the effect of a nationally enacted law of religious persecution, and the two-part drama of canal-hauling in the 1820's, "Erie Adventure," were written by Ernest Kinoy, who has had other scripts presented on the Columbia Workshop. Charles Sinclair, free-lancer whose work has appeared on "Curtain Time" and "Counterspy," contributed "Man on the Flying Trapeze," a tale of circus life. Other programs have used adaptations of Saroyan and Dorothy Parker stories, and the Stephen Vincent Benet story, "Elementals."

Music for the shows is taken from the station's record collection. Sound effects are all manual, and have ranged from the sound of a body falling in water to turning pages of a book. A filter microphone is used to heighten certain effects.

#### WPRU HAS STAFF CHANGES, NEW PROGRAMS

Princeton's campus station, WPRU, has had four new members added to the staff recently. Reid Hackney is now acting Station Manager, Warren H. Simmons is Program Director, John F. Barry Business Director and Richard Young, Advertising Director. Other members of the staff are Frank J. Rosenberg, Assistant Program Director; Dave Butz in charge of the Technical Department and Bill Westlake as his assistant; Jim Robinson is WPRU's Graduate Trustee and Faculty Advisor.

Record shows on WPRU are being revamped to please the student audience. Greater variety within each show has been the main goal of the staff; at the same time, the schedule is being changed so that live shows will not be bunched together, and to give more over-all variety.

Featured programs this term include "Tiger Tips," a five-minute-across-the-board campus news show. There are also national news shows, an hour-long Request Parade and the perennially popular Concert Hall. This year the Concert Hall features music from assignments in music appreciation courses.

#### WKCR HAS NEW BOARD OF DIRECTORS

A new Board of Directors has been appointed at WKCR, Columbia. Under the leadership of President Cullen Keough, the Board includes:

William Caselton...	Business Manager
Ken Bernstein.....	Production Director
Louis Gordon.....	Production Manager
Caryl Hamburger....	Program Manager
Alan Sobel.....	Chief Engineer
Steve Packer.....	Personnel Director
Tak Kako.....	Publicity Director

#### WHC HAS NEW MANAGER

WHC, Hamilton College, the 23rd full Member of IBS, has elected Ed Kelly Station Manager. Recently the station's Program Manager, Kelly was instrumental in reviving the station from its wartime inactivity.

#### KBYU STARTS FALL BROADCASTS

Station KBYU, IBS Member at Brigham Young University, began broadcasts for the fall on October 28. Programs are aired from 7:00 to 9:00 nightly, and feature popular and classical music, news, and live shows. Included are dramatizations of the history of Brigham Young University, a variety show, quiz show, and dramatic presentations.

Officers of KBYU for this year include: Dewain Silvester, President; Eugene Taylor, Vice President; Rita Clement, Secretary; Evan Wimber, Production Manager; Aaron Card, Business Manager; Orin Parker, Program Director; and Owen Rich, Technical Director.

Greater ease of operations has resulted since the station's control room was rebuilt.

#### WBRU SALUTES THE NAVY

On October 27, Brown's WBRU broadcast a special Navy Day Program. Forty-five minutes in length, the program featured interviews with officers of the ROTC unit at Brown. The guests - Captain E. D. McCorkle, Commander N. J. Sampson, and Chief Signalman E. B. Soles - described their Navy careers and some of their wartime experiences. Bernie Frechtman was moderator for the show, which was produced by Jeff Boll. Continuity was prepared by Larry Levenson.

#### WVBR GETS CONCERT EXCLUSIVE


Station WVBR, Cornell, has obtained exclusive rights to broadcast a Marian Anderson concert on the Cornell campus late this month. Station has also received permission to broadcast all other concerts in the same series.

#### YALE-COLUMBIA GAME BROADCAST BY WKCR

Sam Hoch, Gene Lish, and Dave Iliff of the WKCR staff travelled to New Haven on October 12 to broadcast the Yale-Columbia game, using a leased wire.



# alumni



# notes

Lou Bloch, formerly of IBS and IBSR visited the office recently, while on a business trip to New York.

Vin Luca, former president of WBRU (Brown '42) has received his army discharge as a Lt. in the Chemical Warfare Division. Vin was married on October 20, to Fern L. Snyder, of Lewiston, Idaho. The couple met overseas when both were army members serving in the same unit.

Betty Chiarello Vogel, Pembroke '44, had a son, William H. Vogel, III, on September 28. Betty was program manager for the Pembroke Network before it was merged with WBRU.

Tom Wertenbaker, Princeton '45, had two WBS staffers, Ruth Jacoby and Lee Emery, working with him on station WNBH New Bedford, on election night--tabulating returns.

Betty Starkey, Pembroke '46, and former secretary of WBRU, married Joe Charette this past summer. They're living in New York.

Powell Ensign, Brown '38, is now working for J. P. McKinney, station representatives.

Ruth Weed, Pembroke '43, is now in Rome. She worked for the OSS in India and several other overseas posts during the war.

John Merriman, formerly on WXPB, University of Pennsylvania, is now a news writer for CBS.

Harriet Linton, former WSRN manager, is working in the radio research department of McCann-Erickson, advertising agency.

Gordon Graham, Brown '44 and Technical Manager of WBRU, is taking a course in x-ray apparatus at the Western Electric Company in Baltimore. He will return to Nowley, Mass., in December, to work in W.E.'s x-ray sales division.

Carl Carlson, Columbia '43, and one of the founders of CURC, is an associate editor of "American City Magazine". He is also studying at Luther Gulich's School of Public Administration.

Martin Scheiner, former chief engineer of WXCR, is now director of research at the Sherron Electronics Corp., Brooklyn.

Dushka Howarth, formerly WKCR's publicity director, is now doing publicity for NBC on their "Hi Jinx!" program.

Ed Holmes, WBRU Business Manager in 1944-45, is now with the American Embassy at Managua, Nicaragua.

Anne Thomas, Pembroke '44, is living in Wilmington, Del., where she works for the DuPont Company.

Bob Landon, former Music Director of WSRN Swarthmore, is in his senior year as a musicology major at Boston University Music School. He plans to study for an advanced degree, probably at Harvard.



(continued from page 3)

regular disruption of service by maids who broke wires, and the increasing difficulties of servicing the connections to individual radios made the engineering brains realize that some other method of broadcasting was needed. After much experimentation, it was decided that wired radio, rather than audio, would be the solution. At first the lines were connected with the radiator systems of each dorm, so that the radiators could serve as antennae. This worked fairly well but reception was not as satisfactory as it had been. The following spring the staff decided to transmit the signals to each dorm by wires through the heating tunnels, coupled into the electric systems.

One dean was finally convinced that this would not be a fire hazard; the superintendent of buildings and grounds agreed that running wires through the tunnels would be wiser than the use of overhead wires. The system as then set up operated well. Two years later the FCC had to close the station because the copper wires used, and the power, caused illegal radiation. The tunnel wires were replaced by shielded wire, and the coupling methods improved so that less power was required. That is the system in use at Brown today.

#### REAL PROGRESS

The staff on the Brown Network realized that catering to the campus audience was a worthwhile idea. Sports shows featured interviews with the coaches of rival teams; big dances and the big bands were aired on the network. Chapel speakers were invited to the station (which was by then located in the student union), for interviews.

As the details of the transmission system were worked out, the Program Department redoubled their efforts to create shows for the students. One outstanding program was "Boy and Girl in the Blue

Room", an informal, chatty program, featuring interviews with couples in the soda parlor. Vin Luca was doing the show one night when the line went dead. The technician fretted over the connections for some minutes, then sent someone to tell Vinny that he might as well sign off for he wasn't being heard. The messenger caught Vinny between tables; Luca sailed right on through the broadcast as if nothing were amiss. "Gotta put up a front in a case like that" he explained. "No one need ever know".

#### THE WAR YEARS

The impact of the war was hard, but did not change the station for over a year. A few staff members were then Army or Navy members, and other activities on campus also reported diminishing numbers. Some activities consolidated. At the station this was accomplished by incorporating the Pembroke Network into BUBC. Several of the Pembroke women became station officers.

With the dissolving of some of the campus activities, more space was available for those that survived. So it was that the station acquired a 20-foot sq. studio and room for a studio-control room and office.

At the request of WRUL, the network people prepared a fifteen minute show to be beamed to colleges and universities in England. Since the purpose of the broadcast was to cement understanding between college students in different countries, the Brown staff worked on a script telling of Brown's own history. "The Story of Brown University" was a dramatization of past highlights, and an account of participation in the war effort. The show was transcribed in a local station, and then shortwaved from WRUL. A year later, Bristol University sent a return show to the Brown station and campus.

Early in 1943, an attempt was made to close the station "for the duration" on the grounds that it could serve no use-



ful purpose and would not be adequately staffed. After many long talks with the authorities, the university decided that the station would be allowed to continue under supervision. Despite the confusion, the station managed to keep on the air. During one difficult period, there were ten broadcast hours a week, programmed from just 100 records.

Students in the Army and Navy units were most helpful, and presented several fine shows. The Army unit had a weekly series called "Taps", featuring everything from quizzes to concerts by their own musical clubs. At one time the program raffled off blind dates with Pembroke girls, in much the same manner as the "Pot of Gold" contest. Meanwhile, the Navy was broadcasting an early morning show, featuring current records and time announcements.

There were only a few special broadcasts during this period. Once the staff persuaded a sufficient number of local spots to pay for a remote 'cast of a St. Louis Cardinals demonstration game.

#### SWITCH TO NORMAL

Early in 1945 everything seemed brighter. Business from national advertisers came in--unprecedented in volume. There was a feeling of normalcy, a feeling that it was time to expand the station's activities. New equipment and better facilities were discussed and planned; program schedules took on new live shows, longer hours, and greater variety.

Much of the money was invested in new equipment. Double glass windows were inserted between studio and control room. A new transmitter was purchased, and was adapted to use on the campus. Sound absorbant material was installed on the studio ceiling to better balance extreme "liveness" of the room. All equipment was given a thorough overhauling, to enable it to stand the strain of an increased schedule and more "difficult" programs.

Now, in the fall of 1946, WBRU's staff numbers seventy-five, and a schedule of ten and a half broadcast hours a day is maintained. Morning and afternoon musical shows; evening broadcasts of symphonic and familiar music, live shows and campus news fill the schedule. The staff is aware of what the student audience wants most to hear--and they are working constantly to supply it.

#### IBS WAS STARTED AT BROWN

Soon after the Brown Network began as a regularly operated student activity, word about this new type of radio spread to other New England campuses. Interested students at Wesleyan, Williams, Harvard, Yale, and many other schools wrote George and Dave for information, and soon started stations on their own campuses.

Brown realized the need to develop a system that would simplify the spread of know-how on building and operating such stations. Soon letters went out to the stations on other campuses, asking if they would like to form a common association, which would distribute information among the members, and help groups interested in campus radio get started. The response was favorable, and the BUBC staff planned a convention to organize the intercollegiate group.

The Brown administration approved the idea of the convention, and gave the station meeting rooms, banquet facilities, and housing for the delegates. Speakers at the opening meeting included the President of Brown, Henry M. Wriston. Despite a roaring blizzard, delegates from twelve colleges came to the meeting.

The Intercollegiate Broadcasting System was officially organized on February 18, 1940, as a non-profit mutual benefit association. Three officers of the Brown station became officers of the national organization - George Abraham was elected Chairman, Dave Borst became Technical Manager, and Lou Bloch Business Manager.



**"THIS IS THE INTERCOLLEGIATE BROADCASTING SYSTEM"**



Intercollegiate Broadcasting System

Internal Memorandum

November 8, 1946

To: Managers and Business Managers of all stations

From: Dave Linton, N. Y.

Enclosed is a copy of the proposed national rate card number 4, to be effective as soon as we have decided on it. Lew Avery and Art Sherin of Avery-Knodel consulted with us on this draft, and they have asked other leaders in the radio industry for suggestions. We are referring this suggestion to our stations and to the members of the Board of Directors for comment.

You will see that the rates have not changed, but there are proposed several changes in the discount structure, and Network rates are covered as well as rates for programs originated locally in each station. The purpose of discounts is, of course, to encourage the client to 1) take more programs and 2) place them on more stations. While suggesting a group discount (for taking more stations) in addition to frequency discount, we have suggested reducing the frequency discount so that the maximum obtainable discount now comes out to 21.375% instead of the 25% formerly granted. The group discounts are figured on the amount remaining after deduction of frequency discounts, so an account with a contract gross before discount of \$10,000 looks like this:

Gross before discounts	10,000
Frequency discount - 5% (26 times)	<u>500</u>
	9500
Group Discount - $7\frac{1}{2}\%$ for 3 groups	<u>712.50</u>
Advertiser pays	8,788.50
Agency commission - 15%	<u>1,318.27</u>
	7,470.23
Representative's commission 15%	<u>1,120.53</u>
Stations receive	6,359.70

Please look this over and make any suggestions that occur to you.

*Dave Linton*





AGENCY

Donahue and Coe, Inc.

TO MANAGEMENT OF STATION WHAV, Haverford College

CONTRACT NO. 2

CITY AND STATE Haverford, Penna.

DATE November 25, 1946

PLEASE FURNISH BROADCASTING FACILITIES TO [advertiser] NEW YORK HERALD TRIBUNE  
FOR [product] New York Herald Tribune NAME OF PROGRAM Spot Announcements

LENGTH OF BROADCAST 50 words HOUR 8:30, 10:30PM DAYS Friday TIMES PER WEEK 2 TOTAL NO. TIMES 38

COMMENCEMENT DATE

November 29, 1946

EXPIRATION DATE

Last date of broadcast, Spring 1947

PROGRAM MATERIAL ARRANGEMENTS

Broadcasting will be for 26 weeks during the above period

COMMERCIAL ANNOUNCEMENTS

Copy will be supplied by New York Herald Tribune

CONTINUITY

LIVE TALENT

TRANSCRIPTIONS

ADDITIONAL INSTRUCTIONS

Affadavits of performance must accompany all bills, and are to be submitted to IBS.

RATES:	Station Charge	Talent	Line Service	Other Charges	Total
Each Broadcast:	\$ 1.40	\$	\$	\$	\$ 1.40
For 38 Broadcasts:	\$ 53.20	\$	\$	\$	\$ 53.20

LESS TIME DISCOUNT:

22½ %

LESS AGENCY COMMISSION: 15 % of Station Charge

% of Talent Charge

LESS CASH DISCOUNT: % of net time charge

if paid by th of month following services

Subject to standard conditions on back hereof.

INTERCOLLEGIATE BROADCASTING SYSTEM

PER Sonia-Jane Brown

accepted for Station WHAV

by William Swartley



# Standard Conditions

## GOVERNING CONTRACTS FOR SPOT BROADCASTING

Adopted 1933 and Revised 1942 by

*American Association of Advertising Agencies and National Association of Broadcasters*

### 1. PAYMENT

[a]. The agency agrees to pay, and the broadcasting station agrees to hold the agency solely liable for payment, for the broadcasting covered by this contract unless expressly otherwise agreed in writing.

[b]. The agency personally agrees to pay for broadcasting covered by this contract, at the office of the broadcasting station or of its authorized representative, on or before the last day of the month following that in which the broadcasting is done unless otherwise stipulated on the face of this contract; or, when cash discount is deducted but payment date not specified on the face of the contract, on the fifteenth of the month following.

[c]. In all cases date of payment is material and unless otherwise stipulated the postmark date on the envelope properly addressed to the broadcasting station or to its representative shall be considered the date when payment was made.

[d]. Station's invoices for broadcasting covered by this contract shall be in accordance with the station's log and shall so state on each such invoice.

[e]. Invoices should be rendered not less often than monthly.

[f]. Affidavits of performance shall be furnished by station on request of agency.

[g]. The station reserves the right to cancel the contract at any time upon default by the agency in the payment of bills, or other breach, or in the event of any material violation on the part of the agency of any of the conditions herein named; and upon such cancellation all broadcasting done hereunder and unpaid shall become immediately due and payable. In case of delinquency in payments or impaired credit the station shall have the right to change the requirements as to terms of payment for further broadcasting under this contract as it may see fit.

### 2. TERMINATION AND RENEWAL

[a]. This contract may be terminated by either party by giving the other fourteen (14) days' prior written notice; provided that no such notice shall be effective until fourteen (14) days after start of broadcast service hereunder. If agency so terminates this contract it will pay station according to station's rate card on which this contract is based for the lesser number of periods, for all services previously rendered by station. If station so terminates this contract, agency will then either agree with station on a satisfactory substitute day or time for continuance of broadcasts covered by this contract at the card rates on which this contract is based for such substitute time, or, if no such agreement can be reached agency will pay station according to the rates specified herein, for all services previously rendered by station; that is, the agency shall have the benefit of the same discounts which the agency would have earned had it been allowed to complete the contract. In the event of termination hereunder neither party shall be liable to the other party otherwise than as specified in this paragraph, and in paragraph 6 hereof.

[b]. The broadcast time (or times) covered by the contract may be renewed by the agency by giving station two (2) weeks' written notice prior to the expiration of the contract or any extension thereof.

### 3. INABILITY TO BROADCAST

[a]. Should the station, due to public emergency or necessity, legal restrictions, act of God, or for any other reason beyond the control of the station, be unable to broadcast one or a part of any one of the agency's programs at the time specified, the station shall not be liable to agency except to the extent of allowing in such case either (1) a pro rata reduction in the time charges hereunder, or (2) if an interruption occurs during the commercial announcement portion of any broadcast a credit to agency in the same proportion to the total station time charge which the omitted commercial portion bears to the total commercial portion of the broadcast, it being mutually agreed that station shall credit agency on whichever basis is more favorable to agency. In the event of such omission station will upon agency's request make a suitable courtesy announcement as to such omission. Such omission or interruption shall not affect rates of discount; that is, the agency shall have the benefit of the same discounts which the agency would have earned had it been allowed to complete the contract. If the interruption equals or exceeds 50% of the total program time the station shall defray a pro rata share of the live talent costs, unless the interruption is due to an act of God, public emergency or legal restriction.

### 4. SUBSTITUTION OF PROGRAMS OF PUBLIC IMPORTANCE

[a]. The station shall have the right to cancel any broadcast covered by this contract in order to broadcast a sustaining program which it deems to be of public importance. In such case, the station will notify the agency, in advance, if possible, but in any case immediately after such broadcast, that agency's program has been cancelled.

[b]. The station, provided it has first secured the approval of agency as far in advance as possible, may also cancel any broadcast covered by this contract and substitute a commercial broadcast of public importance.

[c]. In the case of a cancelled program, whether for the substitution of a sustaining program or a commercial program, the agency and the station will agree on a satisfactory substitute day or time for the broadcast, or, if no such agreement can be reached, the broadcast will be considered as cancelled without affecting the rates, discounts or rights shown on this contract, except that agency shall not be required to pay for the cancelled program.

[d]. In the event of such cancellation or postponement, the station will make, if approved by the agency, a suitable courtesy announcement as to the reason for cancellation or postponement and as to any substituted time agreed upon, and the station shall reimburse the agency any non-cancellable cost of live talent.

### 5. RATES

[a]. It is agreed that the rate named in this contract is the lowest rate made by the station for like services and that if at any time during the

life of this contract the station makes a lower rate for the same services, this contract shall be completed at such lower rate from that date.

[b]. All rates shall be published. There shall be no secret rates, rebates or agreements affecting rates. All rates shall be furnished agencies if requested.

[c]. If this contract is continued beyond the time specified herein, the additional broadcasts shall be considered part of this contract and the same rate shall apply until any lower rate prevailing at the time this contract is made shall have been earned; and then such lower rate shall apply to the whole contract. This provision shall not, however, cover a service rendered by station later than one year from the date of the first broadcast.

[d]. In the event of revision of station rates or discounts, this contract may be extended at the rates and discounts herein shown without penalty of short rate or discounts on previous broadcasts hereunder, for a period of not more than fifty-two (52) weeks from the effective date of such revision; provided, however, that such extension is executed not later than thirty (30) days after the effective date of such revision.

[e]. In the event agency contracts with station for additional time for the advertiser hereunder the rates and discounts shown on the rate card on which this contract is based shall apply to such additional time for a period of fifty-two (52) weeks from the effective date of any revision of rates or discounts.

[f]. All broadcasts placed with station for the advertiser within one year from the date of the first broadcast hereunder shall be combined for the purpose of calculating the total amount of frequency discounts earned, provided, however, that announcements cannot be so combined with five (5) minute or longer programs.

### 6. PROGRAMS

[a]. The contract for station time includes the services of the technical staff and of a regular staff announcer. Other talent and service charges, if any, are covered in this contract and such charges are subject to change by the agency with the consent of the station.

[b]. Should the station fail to receive program material seven days in advance of the broadcast it shall so notify the agency. Subsequent to this notification, if the station fails to receive the program material in time for the broadcast, if the programs are transcriptions, the station shall, following first broadcast, repeat a previous program unless otherwise instructed, or unless program is one of a series, in which case the station shall have the right to announce the name, address and business classification of the advertiser, produce a creditable program and make regular charge for station time and reasonable talent charge to the agency. If the programs are produced locally it shall, following first broadcast, repeat the commercial announcement of the preceding broadcast, using the agreed talent unit.

[c]. Except as otherwise hereinafter expressly provided the agency will save the station harmless against all liability for libel, slander, illegal competition or trade practice, infringement of trade marks, trade names or program titles, violation of rights of privacy and infringement of copyrights and proprietary rights, resulting from the broadcasting of the programs herein provided for in the form furnished by the agency. The station agrees, however, to save the agency and advertiser harmless against all such liability where the programs are prepared and produced both as to artists and program content by the station excepting only such liability as may result from the broadcasting of the commercial credits and other material as furnished by the agency. Station will save agency and advertiser harmless against all such liability with respect to music on station-built programs. Station will save agency and advertiser harmless against all such liability with respect to music on agency-built programs provided such music has been cleared and approved for broadcasting by a licensor designated by station. Agency will save station harmless against all such liability with respect to music on agency-built programs if such music has not been cleared and approved for broadcasting by a licensor designated by station.

[d]. Notwithstanding the indemnitor (party hereto on whom duty of defense is imposed) shall have assumed the defense of any litigation hereunder, the indemnitee, upon relieving the indemnitor in writing of its obligations hereunder with respect to such litigation, shall have the right, if it shall so elect, thereafter to conduct the same at its expense by its own counsel. It is understood, however, that by common consent, the litigation and the responsibility of the parties hereto may be handled in some other way. The indemnitor upon request shall keep the indemnitee fully advised with respect thereto and confer with the indemnitee or its counsel.

[e]. Programs prepared by the agency are subject to the approval of the station management both as to artists and to program content.

[f]. The provisions of this paragraph shall survive any cancellation or termination of this contract.

### 7. GENERAL

[a]. This contract is subject to the terms of licenses held by the parties hereto and is also subject to all Federal, State and Municipal laws and regulations now in force, or which may be enacted in the future.

[b]. The rights under this contract shall not be transferable to another advertiser than the one specified in this contract unless the consent of the station has been obtained.

[c]. In dealing with agencies, the station shall follow a uniform policy to avoid discrimination.

[d]. The agency agrees that it will not rebate to its client any part of the commission allowed by the station.

[e]. All requests by agency for station to handle audience mail must be submitted to station in advance and approved by station.

[f]. The failure of the station or of the agency to enforce any of the provisions herein listed with respect to a breach thereof in any one instance shall not be construed as a general relinquishment or waiver under this agreement and the same shall nevertheless be and remain in full force and effect.

(OVER)





# IBS

**Intercollegiate Broadcasting System**  
507 Fifth Avenue, New York 17, N. Y.

**RATE CARD NO.**

**4**

**EFFECTIVE JANUARY 1, 1947**

This rate card is published for the convenient reference of advertisers and agencies and is not to be considered as an offer of facilities.

### GENERAL INFORMATION

IBS is a national system of college campus radio stations designed to reach college students. A list of the individual stations will be found at the end of this card.

Campus stations operate during the academic year only, and broadcast for two semesters of 13 weeks each. Semesters start approximately October 1 and February 1.

Broadcasting hours: Evening hours 7:00 to 11:00 PM local time available on all stations unless otherwise noted. Afternoon and morning hours, and hours 6:00 to 7:00 PM and 11:00 to 12:00 PM available on many stations.

Either network service or local origination may be used at no difference in rates. On network programs certain stations are served by transcription, and carry programs on a later schedule.

### LENGTH OF COMMERCIAL COPY

Total length of broadcast:	
5 minutes	1:45
10 minutes	2:00
15 minutes	2:30
25 minutes	2:45
30 minutes	3:00
60 minutes	6:00

### NEWS SERVICES

AP wire service available for network programs and for many local programs.

### MUSIC CLEARANCE

ASCAP, BMI, and SESAC. No additional charges.

### TALENT

Time charges include services of regular staff announcer and engineer; advisory services of program and engineering staffs available without extra charge. Package programs and talent fees submitted on request.

### TRANSCRIPTIONS

Standard equipment in all stations includes double turntables for 78 RPM and one or more turntables for 33-1/3 RPM. Transcriptions accepted at all hours. Transcribed material may be used on network programs with approval of Program Department.

**TRANSCRIPTION LIBRARIES** Not used

### INSTANTANEOUS REFERENCE RECORDINGS

Air-check transcriptions of network programs will be provided at nominal rates.

### ORIGINATION FACILITIES

Network programs may originate in IBS studios or auditoriums in New York, N. Y., Cambridge, Mass., Swarthmore, Penn., or Ithaca, N. Y. at no extra charge. Other points of origin may be used; rates on request.

Local programs may originate in station studios or auditorium at no extra cost. Other points at rates on request.

### UNACCEPTABLE PRODUCTS

Any spiritous or "hard" liquor. Some medicinal products including laxatives.

### POLITICAL BROADCASTS

Carried on sustaining time only.

### COMMISSION

Commission to advertising agencies recognized by IBS on time charges only—15%.

Cash discount—none.

All accounts billed monthly from New York.

### CONTRACT REQUIREMENTS

All program material and commercial copy subject to approval of IBS. Contracts accepted for periods up to 26 weeks.

Commercial copy for local programs will be distributed to individual stations if supplied to IBS office ten days in advance.

### DISCOUNTS

Frequency discount on number of broadcasts ordered as follows:

13 times	2 1/2%
26 times	5%
39 times	7 1/2%
52 times	10%
104 times	12 1/2%
130 times	15%

Group discounts, taken before frequency discount, as follows:

1 group, or Basic Ivy Network	2 1/2%
Any 2 groups, or Basic Ivy Network and one supplementary network group	5%
All three groups, or full Ivy Network	7 1/2%

On network programs, the discount earned by ordering specified groups shall apply to all stations ordered.

Where an advertiser uses the same or greater service beyond an initial 26 week period, he will be entitled to the same rate and/or discount earned during the initial 26 weeks. This provision shall not be construed as providing rate or discount protection beyond a 26 week period in the event of rate and/or discount change.

### GENERAL BROADCAST ADVERTISING

(Rates for periods longer than one hour are in exact proportion to the one-hour rate.)

#### Full System — All Stations (After deduction of all discounts.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 wds.
1 time	\$721.50	\$432.90	\$288.60	\$144.30	\$72.15	\$50.50
13 times	703.46	422.08	281.38	140.69	70.34	49.24
26 times	685.42	411.25	274.17	137.08	68.54	47.97
39 times	667.39	400.43	266.95	133.48	66.74	46.71
52 times	649.35	389.61	259.74	129.87	64.93	45.45
104 times	631.31	378.79	252.52	126.26	63.13	44.19
130 times	613.27	367.96	245.31	122.65	61.33	42.92



**GROUP RATES — after group discounts but subject to frequency discount**

**IVY NETWORK — BASIC STATIONS**

(These stations must be ordered to obtain network service)

			1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 wds.
WHCN	Harvard	Cambridge, Mass.	\$ 50	\$ 30	\$ 20	\$ 10	\$ 5	\$ 3.50
WBRU	Brown	Providence, R. I.	40	24	16	8	4	2.80
WYBC	Yale	New Haven, Conn.	50	30	20	10	5	3.50
WKCR	Columbia	New York, N. Y.	50	30	20	10	5	3.50
WPRU	Princeton	Princeton, N. J.	40	24	16	8	4	2.80
WXPB	Pennsylvania	Philadelphia, Pa.	50	30	20	10	5	3.50
		Total	280	168	112	56	28	19.60
		Net this group	273	163.80	109.20	54.60	27.30	19.11

**SEACOAST SUPPLEMENTARY STATIONS**

(Available individually with Basic network)

WRAD	Radcliffe	Cambridge, Mass.	\$ 20	\$ 12	\$ 8	\$ 4	\$ 2	\$ 1.40
WBS	Wellesley	Wellesley, Mass.	30	18	12	6	3	2.10
UCBS	U. of Connecticut	Storrs, Conn.	50	30	20	10	5	3.50
WES	Wesleyan	Middletown, Conn.	20	12	8	4	2	1.40
WHAV	Haverford	Haverford, Penna.	20	12	8	4	2	1.40
		Total	140	84	56	28	14	9.80
		Net this group	136.50	81.90	54.60	27.30	13.65	9.55
		Net this group plus Basic	399.00	239.40	159.60	79.80	39.90	27.93

**INLAND SUPPLEMENTARIES**

(Available as a group with basic network)

WBRG	Bucknell	Lewisburg, Penna.	\$ 30	\$ 18	\$ 12	\$ 6	\$ 3	\$ 2.10
WYBR	Cornell	Ithaca, N. Y.	50	30	20	10	5	3.50
WHC	Hamilton	Clinton, N. Y.	20	12	8	4	2	1.40
UCRS	Union	Schenectady, N. Y.	30	18	12	6	3	2.10
WMS	Williams	Williamstown, Mass.	30	18	12	6	3	2.10
		Total	160	102	68	34	17	11.90
		Net this group	156	93.60	62.40	31.20	15.60	10.92
		Net this group plus Basic and Seacoast Supplementaries	536.50	321.90	214.60	107.30	53.65	37.55

**TRANSCRIPTION SUPPLEMENTARIES**

(Available individually with Basic)

BRN	U. of Alabama	University, Alabama	\$ 50	\$ 30	\$ 20	\$ 10	\$ 5	\$ 3.50
KBYU	Brigham Young U.	Provo, Utah	40	24	16	8	4	2.80
WCIT	Carnegie Tech.	Pittsburgh, Penna.	30	18	12	6	3	2.10
WWC	Stephens	Columbia, Missouri	30	18	12	6	3	2.10
WMWC	Mary Washington	Fredricksburg, Virginia	30	18	12	6	3	2.10
WMAC	MacMurray College	Jacksonville, Ill.	20	12	8	4	2	1.40
		Total (net)	200	120	80	40	20	14.00
		Net this group plus Basic	468	280.80	187.20	93.60	46.80	32.76
		Net this group plus Basic and Seacoast Supplementaries	589	353.40	235.60	117.80	58.90	41.23
		Net this group plus Basic and Inland Supplementaries	608	364.80	243.20	121.60	60.80	42.56

**Discount Groups for Non-Network Programs**

**I. MEN'S COLLEGES**

Harvard, Wesleyan, Yale, Princeton, Haverford, Hamilton, Union, Williams

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 wds.
Net this group	253.50	152.10	101.40	50.70	25.35	17.74
Net this group plus group II	370.50	222.30	148.20	74.10	37.05	25.93
Net this group plus group III	617.50	370.50	247.00	123.50	61.75	43.22

**II. WOMEN'S COLLEGES**

Radcliffe, Wellesley, Stephens, Mary Washington, MacMurray

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 wds.
Net this group	126.75	76.05	50.70	25.35	12.67	8.58
Net this group plus group III	494.00	296.40	197.60	98.80	49.40	34.58

**III. CO-EDUCATIONAL COLLEGES**

Brown, Connecticut, Columbia, Pennsylvania,  
Bucknell, Cornell, Brigham Young, Alabama, Carnegie Tech

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.	30 wds.
Net this group	380.25	228.15	152.10	76.05	38.02	26.62

**PERSONNEL**

Executive Chairman	GEORGE ABRAHAM
Technical Manager	DAVID BORST
Business Manager	PAUL YERGIN
Program Manager	DAVID LINTON
Station Relations Manager	SONIA-JANE BROWN

**OFFICES**

507 Fifth Avenue, New York 17, N. Y. Vanderbilt 6-6075
2808 Erie Street S. E., Washington 20, D. C. Franklin 9045
706 Sanders Avenue, Schenectady 2, N. Y. Schenectady 3-6028

**REPRESENTATIVES**

AVERY-KNODEL, Inc. 565 Fifth Avenue, New York 17, N. Y. PLaza 3-2622
333 N. Michigan Avenue, Chicago 1, Ill. Andover 4710
544 Market Street, San Francisco, California Douglas 5873
315 W. Ninth Street, Los Angeles, California Tucker 2095
KETTEL-CARTER Park Square Building, Boston 16, Mass. Liberty 5799







# INTERCOLLEGIATE BROADCASTING SYSTEM

## MEMORANDUM

TO: Business Managers of Member Stations

Date: Jan. 4, 1947

FROM: Paul F. Vergin

At the Governing Council meeting in October an assessment plan was passed which provides for the payment of dues by each member group in proportion to its total income. Therefore I am requesting that you send the following information to the New York Office as soon as possible.

1. Estimated total income for Fall semester, 1946-47  
(include period from Aug. 1, 1946 to Jan. 31, 1947, or similar period)
2. Expected income for Spring semester (include period from Feb. 1, 1947 to July 31, 1947)
3. Breakdown of Fall semester income into:
  - a. Local Advertising
  - b. National Advertising
  - c. Student Tax Appropriations (or similar)
  - d. Other

A questionnaire form is enclosed which you may use if you find it convenient.

I realize that it is not possible to give exact figures for most of this information. However, it is necessary to collect such approximate information as is immediately available.

In addition to the above estimates will you please send in a final statement of income (and expenditures, if possible) for the Fall semester when (and if) it becomes available.

There are three reasons why this information is needed immediately. They are:

1. The Executive Committee is considering the possible necessity of drastic reductions in the operating expenses of the national office. To guide it in its decision it needs to know the incomes of the Members, for it is obvious that the rate of expenditures of the national office must bear some reasonable relation to the income of the Members. This is a most urgent matter.
2. Several Members have asked for preliminary estimates of the dues they will be required to pay under the present assessment plan. Without the information requested above not even a rough guess can be made.
3. The Governing Council will need the information in order to make reasonable decisions concerning budget and assessments at its April meeting.





# INTERCOLLEGIATE BROADCASTING SYSTEM

BALANCE SHEET, JAN. 1, 1947

## Assets

Cash in Bank	\$ 212.00	
Accounts Receivable, Misc.	116.30	
Stockpile	<u>424.21</u>	\$ 752.51
Office Equipment	1015.92	
Less Reserve for Depreciation	<u>148.50</u>	867.42
Misc. Assets		<u>100.00</u>
Total Assets		\$1719.93

## Liabilities

Notes Payable	\$2000.00	
Accounts Payable- Office Exp.	35.83	
Accounts Payable- Misc	29.30	
Withholding Tax Payable	63.20	
Salaries Payable	2400.00	
Bulletin Subscriptions	<u>25.25</u>	
Total Liabilities		\$4553.58
Deficit as of Dec. 31, 1946		<u>\$2833.65</u>

## Statement of Surplus

Surplus as shown on statment of Dec. 28, 1945	\$1537.44	
Net of adjustment during 1946 (correction of errors and omissions)	<u>181.94</u>	
Net surplus from 1945		\$1719.38
Net loss for 1946		<u>4553.03</u>
Deficit as of Jan. 1, 1947		2833.65

B163-150-2/11/47





# INTERCOLLEGIATE BROADCASTING SYSTEM

BALANCE SHEET, JAN. 1, 1947

## Assets

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B163-150-2/11/47

( ) From the P. L. Ship, this colony, in Sept. 1855, or rather  
December? Any body?

From 1st May 1856 to 1st June 1856, 20 testations

\$51 paid to B. S. C. / paid off debt

---



Intercollegiate Promoting System

New York Office

MEMORANDUM

To: Managers of all stations

5 February 1947

From: Dave Linton

The other day I received a copy of a presentation made to an agency in Boston by our representatives there, Kottell-Carter. I think it is an excellent example of what a sales presentation should contain, so I am sending a copy to each of our member stations. I hope you will see that the Business Manager and other interested executives see this presentation, as we have been able to send only one copy to each station.

You will note that the main points are stated factually, concisely, and in readily readable form. This is the essence of a good presentation. I think a lot more could be done in the local field by most stations if they could present the concrete advantages of their station in as persuasive a form as this.

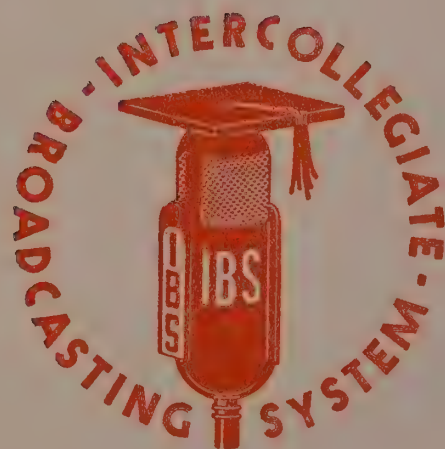
The particular account for which this presentation was made is one of several which have reported favorably. The agency is in favor of using IHS and has submitted the idea to the client. You will, of course, be informed of whatever happens.

Best regards,

Dave Linton











AN UNUSUAL OPPORTUNITY EXISTS  
ON THE  
INTERCOLLEGIATE BROADCASTING SYSTEM  
FOR  
TOWLE MANUFACTURING COMPANY

.....

An Opportunity to Reach  
A Quality Audience of  
Sterling Silver Prospects





HERE IS THE QUALITY MARKET  
OFFERED BY THE INTERCOLLEGIATE BROADCASTING SYSTEM

By permission of the Federal Communication Commission, colleges in the United States are privileged to operate low-powered broadcasting stations for the entertainment and training of students.

Students dial their stations somewhere between 550 and 700 on the dial of their radios.

Their power ranges up to 25 watts, depending on the needs for covering the campus.

They operate as a regular broadcasting station; are manned by radio-ambitious students. They are guided by a faculty advisor; broadcast on regularly scheduled times and days; adhere to a carefully-planned program schedule.

The foremost factor in program planning is the students' interests.

Broadcasting facilities are offered for twenty-six weeks, broken into two thirteen week periods. The first starts with the college opening in September and finishes with mid-year examinations in January; the second starts in February and concludes with the end of school in June.

The college stations are all tied together into a national organization: the Intercollegiate Broadcasting System. The central office in New York City coordinates policies; establishes basic program formats; conducts extensive research; and handles time clearance and billing for national advertising accounts.

At present campus stations operate in 22 colleges and universities throughout the country. Of these, 16 are thus far tied together by telephone lines to offer network service. Origination points on the loop are Harvard, Columbia, and Cornell.

Here are the colleges in this loop with their 1946-1947 registration figures.





<u>Station</u>	<u>College</u>	<u>City</u>	<u>Type</u>
----------------	----------------	-------------	-------------

### Ivy Network - Basic Stations

WHCN	Harvard	Cambridge, Mass	Men
WBRU	Brown	Providence, R I	Co-ed
WYBC	Yale	New Haven, Conn	Men
WKCR	Columbia	New York, N Y	Co-ed
WPRU	Princeton	Princeton, N J	Men
WXPN	Pennsylvania	Philadelphia, Pa	Co-ed

### Seacoast Supplementary Stations

WUAD	Radcliffe	Cambridge, Mass	Women
WEL	Wellesley	Wellesley, Mass	Women
WUUE	Connecticut	Storrs, Conn	Co-ed
VES	Wesleyan	Middletown, Conn	Men
WHAU	Haverford	Haverford, Pa	Men

### Inland Supplementaries

WBAG	Bucknell	Lewisburg, Pa	Co-ed
WVER	Cornell	Ithaca, N Y	Co-ed
WLC	Hamilton	Clinton, N Y	Men
UCRS	Union	Schenectady, N Y	Men
WMS	Williams	Williamstown, Mass	Men

### Transcription Supplementaries

IRN	Alabama U	University, Ala	Co-ed
ZBYU	Brigham Young U	Provo, Utah	Co-ed
WCIT	Carnegie Tech	Pittsburgh, Pa	Co-ed
WWC	Stephens	Columbia, Mo	Women
WMWC	Mary Washington	Fredricksburg, Va	Women
WMMC	MacMurray College	Jacksonville, Ill	Women





# REGISTRATION

<u>Station</u>	<u>College</u>	<u>Total</u>	<u>Men</u>	<u>Women</u>	<u>Resident</u>
WHCH	Harvard	5,000	5,000	-	3,000
WBRU	Brown	4,319	2,805	822	2,374
WYBC	Yale	7,958	7,169	689	5,000
WKCR	Columbia	6,053	3,064	2,987	3,350
WPRU	Princeton	3,100	3,100	-	3,000
WXPN	Pennsylvania	<u>16,890</u>	<u>14,019</u>	<u>2,871</u>	<u>5,000</u>
		43,320	34,937	7,382	21,724
WRAD	Radcliffe	1,274	-	1,274	574
WBS	Wellesley	1,200	-	1,200	1,000
WHUS	Connecticut U	5,707	4,229	1,778	3,102
WES	Wesleyan	900	888	12	900
WHAVER	Haverford	<u>494</u>	<u>484</u>	<u>-</u>	<u>374</u>
		9,575	6,811	4,264	5,950
WBRG	Bucknell	2,043	1,412	621	1,970
WVER	Cornell	9,137	7,093	3,083	3,187
WHC	Hamilton.	582	582	-	555
UCRS	Union	1,256	1,256	-	1,256
WMS	Williams	<u>1,070</u>	<u>1,061</u>	<u>9</u>	<u>1,070</u>
		15,088	11,409	2,679	13,989
BRN	U of Alabama	8,626	6,350	2,276	7,737
KBYU	Brigham Young U	4,353	2,582	1,771	4,313
WCIT	Carnegie Tech	3,428	2,549	879	900
WWC	Stephens	2,238	-	2,228	2,221
WMWC	Mary Washington	1,600	30	1,570	1,500
WMAC	MacMurray	<u>750</u>	<u>-</u>	<u>750</u>	<u>700</u>
		20,895	11,511	9,484	17,421





A SURVEY OF RADIO LISTENING HABITS  
IN UNIVERSITIES AND COLLEGES

WHEN: Spring, 1946

WHERE: On the campuses of these 20 colleges and universities,  
15 of which had campus radio stations; 5 of which  
did not at the time of the survey.

University of Alabama	Haverford
Brown University	Mary Washington
Bryn Mawr	Ohio University
Bucknell	Pennsylvania
Cornell	Princeton
Harvard	Radcliffe
Yale	Stephens
Connecticut	Union
Miami (Ohio)	College of the Pacific
Russell Sage	Antioch

HOW: By personal interview.

SAMPLE: 1,946 college students, resident on campus.

RESULTS:

	<u>Yes</u>
Is there a radio in your room, your own or your roommate's ?	77.8%
Do you ever listen to the radio at college ?	94.3%
Did you listen to the radio at all yesterday ?	73.5%
Average number hours listening in the evening	1 hr, 8 min
Listen to IBS station -	
once or more times a week	66.8%
four or more times a week	30.1%





THE OPPORTUNITY FOR  
THE TOWLE MANUFACTURING COMPANY

One of the most popular types of programs on the campus stations is serious music. In a 1946 survey of listening habits it was discovered that symphonic music was a program preference of 73.0% of the students (65.1% of the men; 80.19% of the women).

The campus stations recognize this feeling and liking for serious music. Almost all of them schedule semi-classical and symphonic music from 10:00 to 11:00 PM. The success of this program format is reflected in sets-in-use figures, taken from the same survey of listening habits.

6:00 PM	10%
6:30 PM	15%
7:00 PM	22%
7:30 PM	18%
8:00 PM	21%
8:30 PM	21%
9:00 PM	22%
9:30 PM	23%
10:00 PM	26%
10:30 PM	22%
11:00 PM	16%

And one of the most listened-to programs on all the campus stations is the weekly IBS MUSIC HALL program.

May we suggest the propriety of TOWLE STERLING SILVER as the sponsor for the MUSIC HALL?





## THE TOWLE MUSIC HALL

Time:           Thursdays    -   10:00-11:00 PM

Stations:   This program may be purchased on the complete network, or

it can be purchased individually on any, some, or all of the campus stations.

Program:    Towle Music Hall caters to those who like symphonic music. Format and scripts emanate from IBS in New York. The program is an adult handling of serious music for the college student. The quality of both the programming and commentary is high, in harmony with the high level of the material. It has been broadcast on the campus stations for a year. In view of the known preference of college students for serious music, this program is considered the largest single drawing card of the campus stations.

Another advantage of the Towle Music Hall is that it is broadcast at a peak listening hour; and at an hour when competition from the four major networks is low.

Cost:       Based on twenty-six weeks.

1. For the full network (22 stations)

Net time cost, per program	\$685.42
Production, program charge	68.50

2. Sample individual station rates:

Radcliffe	\$19.00 net per program, time
Harvard	47.50 net per program, time
Brown	38.00 net per program, time
Wellesley	28.50 net per program, time

Add 10% to time cost for program and production charges.





The Intercollegiate Broadcasting System  
invites TOWLE MANUFACTURING COMPANY to  
use its facilities by sponsoring

THE TOWLE MUSIC HALL

May we start with the broadcast of  
February 13?

Submitted to  
H B HUMPHREY CO  
by  
KETTELL-CARTER  
1-29-47







*INTERCOLLEGIATE BROADCASTING SYSTEM*

*507 FIFTH AVENUE, NEW YORK 17, N. Y.*



Here are details of the organization of network operations for the impending Ivy Network. A new Operations Department is being organized, which will be being be staff by the same people as the program department, but which will, we hope, subsequently become independent.

"Operations" includes scheduling, routing, ordering of lines, all arrangements concerning the transmission of programs from one place to another, all arrangements for recordings, special origination points, and so on. This is the province of the Operations Department.

Questions about the choice or content of programs, or about the financial arrangements for them are not the responsibility of Operations, but will be covered by either Program or Business.

Control of Ivy Network Operations will be centered in New York. There will be an Operations Supervisor on duty from 3:00 PM until after the broadcast each day. He will work in the Master Control room at WKOR, Columbia University, where the New York switching will be done. A separate system of telephones will be installed there for Operations use only. These numbers will be sent out as soon as they are assigned. When these lines are busy, Operations may be reached by calling WKUniversity 4-3200 Extension 453 - the station's phone. During the daytime all business will be handled at the IES office (507 Fifth Avenue) Phone MURRAY Hill 2-8438.

#### Operations Supervisor

This man will be in complete charge of running the network. He has the authority to order changes and cancellations in the schedule, order lines installed or removed, order recordings, and do anything that he considers necessary to keep the network running smoothly.

He will do most of his work by phone, and will be in constant touch with AT&T and with the four key stations in whose hands the control of network traffic rests. If you have any questions -- CALL OPERATIONS -- don't guess! There is no room in our schedule for guesswork.

Any changes, cancellations, or substitutions which are made in programs fed to the network must be cleared in advance. Otherwise, the program may be cut off. If it is too late to clear with the Program department, Operations may OK changes.

#### Network Producers

Certain individuals will be designated as Network Producers. They will be chosen from the staffs of stations where programs are to originate, with the approval of New York. Joel Chaseman of WVEB and Tak Kako of WKOR have been chosen to date.

Every program fed to the network (except in emergencies) will be supervised by a network producer. This man may or may not produce the program, but he is primarily there to supervise operations. He will work with IVICOP in New York and will enforce the network rules and standards. Particularly, he will see that the program gets on and off on time.

This arrangement is similar to that of the other networks, where a network producer is assigned to every show, even though the program may be produced by an agency. The network producer's job is primarily one of coordination.





## Routing of Programs

The Ivy Network is divided into four sections by the four key stations (Harvard, Columbia, Swarthmore, and Cornell). It is possible to send four programs on different sections of the net at the same time, although we probably won't do it. We may send two programs at once.

These four sections are called North Seacoast, South Seacoast, South Inland, and North Inland. They run as follows:

North Seacoast:	Harvard, Wellesley, Brown, Trinity, Yale, Columbia
South Seacoast:	Columbia, Princeton, Swarthmore
South Inland :	Swarthmore, Bucknell, Cornell
North Inland :	Cornell, Hamilton, Union, Williams, Harvard

The lines operate in the direction listed. Middlebury is fed from Harvard. Amherst will be fed from Trinity if we can get the necessary lines, which is uncertain. The University of Connecticut will be included when we can get facilities there, which maybe in three weeks. Harvard and Pennsylvania are fed from Swarthmore over Middle Atlantic Lines.

The routing for a full network program originating at Columbia would be thus:

Origin:WKCR	Routing:	going local and
		via S. Seacoast to WPRU, WSRN thence
		via Midat to WHAV, WXPW also
		via S. Inland to WBRG, WVBR thence
		via N. Inland to WHC, UCRS, WMC, WHON thence
		via tie to WRAD also
		via N. Seacoast to WBS, WBRU, WRTC, WYBC, WKCR
		WRTC feed WES via local line

Rather than write this out every time we will simply put "full net". Programs using less than the full net will indicate (on the Operations Schedule) which sections are used, and which stations are not taking the program.

Some programs may be fed to a part of the net only (although we will, of course, try to get the maximum use out of the time we are contracting for on the lines). Similarly, some programs may not be broadcast by certain stations, either because the station does not want the program (if it is a local one) or because the advertiser didn't buy that station for his program. A key station may choose not to broadcast a network sustainer, and broadcast a local program instead, but the key station will have to feed the network program along to the rest of the network.

## Operations Schedule

Program routings will be shown on an Operations Schedule which will be distributed to all network stations in advance. Any changes made after the issuance of schedules will be sent out by mail if time permits, or by telegraph or phone. Some information will be transmitted over the network before the first program. Each station should monitor the network for the twenty minutes previous to each day's broadcasting.

In addition to the Operations Schedule, you will receive advance program information describing the sustaining programs to be offered.

## Co-ops and Partial Net Commercials

Some programs may be offered on a cooperative basis (co-ops) which means that they will be sent on the net with time allowed for the commercials but no commercials supplied. The programs can then be sold locally at each station and the station can put in with a local announcer to give the commercial on cue. When a station desires to





take such a program but has not sold it locally, the local announcer may give local public service announcements - campus events, weather reports, college football activities - or promotional plugs for the station or network. The commercial time should not, of course, be left blank.

Similarly, some programs may in the future be carried on the network but sold on only some of the stations. If stations which have not been chosen by the sponsor desire to carry the program, they may cut out the commercials and substitute local announcements. Permission to do this must be secured in advance from New York.

### Rejection of Sustainers

Many of the programs offered on the network are unsponsored (sustaining). They may be taken for broadcast by any network station, or the station may carry a local program instead. You will be asked to notify us in advance what sustainers you are going to take. In an emergency, you can secure permission to take a sustainer for which you are not listed by phoning IVTOP if the sustainer is on your part of the network.

### Time Signals

A "beep" controlled by Western Union Time Service will be fed to the net from New York at 9:00:00 and 10:00:00 daily. In addition, we will probably send time signals previous to opening of the program (that is, between 8:40 and 9:00 PM). All stations, but particularly key stations, should be sure their clocks are synchronized with the net.

### Timing Rules

All programs will begin exactly on the hour, half, quarter, or five minutes.

All programs will end 30 seconds before the start of the next program (i.e. a half-hour program at 9:00 ends at 9:29:30 exactly). The final news program will end at 9:59:30, following which there will be 30 seconds break and then a beep.

The last words of every program will be "This is the Intercollegiate Broadcasting System". These words may be given over the final theme or applause, but they must be clearly audible. On this cue, the station of origin will cut off all outgoing lines network lines while the local station identification is given.

Network lines must be connected at least 5 seconds before the start of the next program.

If a program ends early ---

if more than 30 seconds early, system cue will be given and the network disconnected immediately. New York will fill and give another system cue at the right time. If less than 30 seconds early, system cue should be given, but there will be no network fill. Each station may fill locally. The following program will begin at the scheduled time.

If a program fails to end on time it will, in most cases, be cut off by the station of origin. (see below) If a runover is allowed, however, system cue will still be given, and there will be a full 30 seconds between programs.

There will always be at least 30 seconds between programs.

No program will ever begin before the scheduled time.





## Run - Overs

We are working not only with a rigid schedule of programs, but also with a contract which gives us the use of wire lines at specified hours only. Therefore it is imperative that all network programs begin and end on time. Needless to say, it will also be imperative that the local program begins and ends after the network period begins, and end on time too.

If a previous program runs over and reduces the time of a commercial program we must rebate money to the sponsor in accordance with the time lost. Rebates are also required where a program is cut off or interrupted for any reason.

Therefore, it will be the policy of this network to cut off programs at the end of their allotted time. The Network Producer will be responsible for cutting the program off, and should endeavor to have the system cue given.

In some cases, particularly spot news events, run-overs may be permitted. If the producer sees that his show is running too long, and feels he should be allowed to run over, he should phone IVYOP and ask permission to go over.

## Special News Flashes etc.

These may be cut in on the net if ordered by IVYOP, not otherwise. Originating key stations should always monitor the other end of the network, so that they will know a flash if it is cut in from another location. If possible, we will precede flashes with a warning oscillator tone as a signal to clear the net.

## Transmission Levels

Transmission level is to be plus 8 VU on peaks (equivalent to old 0 db of 5 milliwatts in 500 ohms). This means that the level should reach 8 VU as frequently as possible without being inconsistent with the program content. Peaks in excess of this level should be avoided.

In addition, there are minimum peak levels for certain types of material - levels above which the peaks of this material must come. Given in terms of scale calibrations on the standard broadcast-type VU meter (Scale B) these values are:

On speech and music: (except symphonic)

Normal passages                      Peaks of 100 (equals 8 VU)

Low level passages:                  peaks of not less than 40

Theme under system cue:            peaks of 40

Applause, laughter, audience reaction: Peaks of not more than 70

Symphonic Music:

Normal Passages:                    peaks of 100

Soft passages:                      must always move meter needle.

The transition from a low-level passage to a normal level passage (or vice-versa) must be in steps of not more than 4 db, even where contrast is intended. Two successive passages must not differ by more than 4 db in peak level.

These standards are to be observed in all programs fed to the network.





## Continuity Announcements

All script entered in advance and continuity announcements on the net must be approved in advance by the Program Committee. This applies to everything including commercial copy and incidental continuity.

The opening and closing continuity on news programs will be subject to approval, but the news itself will be approved only by the relevant committee of the station of origin.

All music used on network programs must be approved in advance. This is to avoid use of the same piece on successive programs, and to insure copyright clearance.

## Local Material

Material which is local in character, jokes which depend on local background, or any material which will make a listener in another college "left out" must not be used on a network program.

The college, station, or town where the program originates must not be referred to more than once in a program of 15 minutes or less, or more than twice in a program of 15 minutes to one hour. Exception to this is in case of a special event or sports play-by-play where it is essential in the overall picture of the program for the listener to know where it is taking place.

## Where Credit is Due

Announcers, Directors, writers, music arrangers, are limited to one credit each per program. Don't before mentioning other participants. Announcers, directors, and staff members of the net in general are strongly advised not to give too much credit. An overkill of extensive credit lists tends to bore listeners unless they are relatives.

Dave Linton

September 1974

This is Regulation No. 12

Approved by the Board of Directors

## Glossary

Tryop	Ivy Network Operations Headquarters
Tie	a local line which operates in either direction between two stations
Midat	Middle Atlantic Network
taking - not taking	the station referred to is or is not broadcasting the program over its own facilities.
going local	being broadcast over the station of origin
lcl	a program may be sent over the net without "going local"
lcl	abbreviation for local
Full	the complete network of 16 stations
Sust.	sustaining (not sponsored)
Co-op	program sent over the net without commercials but available for local sale
North Seacoast, South Seacoast, North Inland, South Inland	sections of the Ivy Network
stand-by	a program prepared for use in case of failure of the scheduled program
split - split not	an arrangement in which different parts of two network programs are broadcast at the same time
partial network	a program using some but not all of the stations on the net. It may be sent on all stations of the net, but not be taken by some stations.





# The Music Lover's Guide

To the Breck Music Hall, heard every Thursday  
evening at 8:00.

*W B S*  
**730** K C

## PROGRAM NOTES

The classical and the post-romantic age vie for honors on the program of April 24. Haydn's Symphony No. 88 in G Major (No. 13 in some lists) is a work of characteristic bubbling grace, with a finale containing some of music's most humorous effects. The Tchaikowsky Piano Concerto needs no introduction to lovers of either classical or popular music; merely let us say that it is music whose greatness exceeds even its popularity.

Music of Russia, Italy, and Finland will be heard on May 1. Rossini's comic opera *La Scala di Seta* (The Silken Ladder) would be completely forgotten today were it not for the lively, melodious overture. Liadow's *Enchanted Lake* is a misty descriptive tone poem, describing the atmosphere surrounding a lake famous in Russian lore. Jan Sibelius' First Symphony is an early work, written before the composer's style had completely crystallized. However, there are elements in this music which already stamp its composer as the great symphonic genius we know today.

Mendelssohn's Third or "Scotch" Symphony is the featured work on May 8. On his extended tour through Scotland, Mendelssohn was particularly impressed with the atmosphere of gloom and mystery surrounding the famous Holyrood Castle. He writes that the Scotch Symphony is an attempt to translate this impression into music. Also on the program is the dramatic *Rhine Journey Music* from Wagner's *Die Gotterdammerung*, the music describing Siegfried's Journey down the Rhine to earn his spurs with deeds of valor.

May 15 brings a performance of Richard Strauss' magnificent tone poem *Don Quixote*. Considered by many to be Strauss' finest work, *Don Quixote* takes Cervantes' hero through many fantastic adventures, ending with his partial return to sanity and his peaceful death. The solo cello is the voice of the redoubtable knight, and the viola is his faithful but bewildered companion, Sancho Panza. Also featured is Rossini's *Semiramide Overture*. This overture is a large scale work, although there is little in the music to suggest that the opera was Rossini's most noble tragedy.

Beethoven's lovely Sixth, or Pastoral Symphony is featured on May 22. This work is unique in Beethoven's output; the spirit of relaxation and good cheer is stronger here than in any other symphony. With devices calculated to produce the effect of monotony, Beethoven captures the very essence of peaceful country life. Liszt's *Mephisto Waltz*, which shares the program, is rural music of another sort: a fantastic village dance based on an episode from Lenau's *Faust*, with Mephistopheles himself playing the fiddle and calling the steps.



# THE BRECK MUSIC HALL

Thursday

April 24, 1947

Haydn.....Symphony No. 88 in G Major  
Tchaikowsky...Piano Concerto, B Flat Minor

Thursday

May 1, 1947

Rossini.....Overture, "La Scala di Seta"  
Liadow.....The Enchanted Lake  
Sibelius.....Symphony No. 1 in E Minor

Thursday

May 8, 1947

Glinka.....Overture, "Russlan and Ludmilla"  
Mendelssohn...Symphony No. 3 in A Minor  
Wagner.....Siegfried's Rhine Journey  
(From "Die Götterdämmerung")

Thursday

May 15, 1947

Rossini.....Overture, "Semiramide"  
Strauss.....Don Quixote

Thursday

May 22, 1947

Liszt.....Mephisto Waltz  
Beethoven.....Symphony No. 6 in F Major

# Statement of the Broadcasting System

Statement of the Broadcasting System for the half-year ended 1/1/18 to 6/30/18

Miscellaneous Income \$ 2.50

Expenses

Salaries \$ 1750.00

Office Expenses

rent \$ 125.00

Telephone and Telegraph 504.81

Postage 213.79

Printing 156.66

Supplies 234.54

Miscellaneous 103.22

2898.02

Travel Expenses

370.34

Depreciation

58.87

Miscellaneous Expenses

633.06

Total Expenses

\$ 4460.29

Net loss for half-year

\$ 1467.79

3176-25 - 1/6/18



INTERCOLLEGIATE BROADCASTING SYSTEM

MEMORANDUM

August 20, 1947

To: All IBS stations

From: Anatole Browde - New York

Subject: Network scheduling

Enclosed you will find a schedule and description of network and IBS syndicated programs that will be featured next year.

The network schedule will go into effect on September 29, when we hope to start Ivy Network operations.

However, we cannot overemphasize the need for more good, original program ideas. The better our programs are and the more varied our program schedule, the more salable our time becomes.

Please let us know immediately if you think of something and publicize the need for ideas among your station staff.

Regards

Anatole Browde





# Intercollegiate Broadcasting System

## Tentative Program Schedule

Fall Semester, 1947

Time	Monday	Tuesday	Wednesday	Thursday	Friday
9:00	Campus	House	Sports Parade	(Landon) Music in Post-War Europe	Collegiate
9:15	Quiz	of Fear	Glee Clubs		Playhouse
9:30	Remember	Voices of	Hot	On the	It's Up
9:45	Judy	History	Club	Wire	To You
9:55	News	News	News	News	News

Notes: On stations served by transcription, the programs "On the Wire" and "Voices of History" will be interchanged. All other programs will either be carried at the same time or on a schedule one week later.





COLLEGIATE PLAYHOUSE

30 Minutes

Friday, 9 P.M.

A series of varied dramatic presentations from the radio workshops of many colleges, which will include comedy, mystery, documentary, serious drama, fantasy and tragedy.

The best original plays and adaptations will be selected for a balanced series in which each program is complete and each week brings something new.





## THE HOUSE OF FEAR

30 Minutes

Tuesday, 9 P.M.

A dramatized horror show, frankly blood-curdling. It uses adaptations of short stories by many famous writers, including Poe, Hawthorne and Wilde, as well as original radio plays. The action is tied together with narration by one of the characters in the play.

This is not a mystery program -- we usually know who the murderer is and the action is chiefly in the atmosphere and the unfolding of the plot.

This program was inaugurated on WERU about 1940.





## VOICES OF HISTORY

25 Minutes

Tuesday, 9:30 P.M. - on Network stations

Thursday, 9:30 P.M. - on stations served by transcription

A feature presentation of the complete background of major news events, emphasizing their significance by the use of actual recordings, dramatization and commentary. An extensive list of prominent experts will participate and short-wave pick-ups from overseas will be introduced.

The program lets the events speak for themselves, points out trends, shows how today's news shapes tomorrow's history. A vivid presentation, bringing home the importance of world events.





ON THE WIRE

25 Minutes

Thursday, 9:30 p.m.

Three or four news stories each week get the "feature" treatment, with on-the-spot narration and interviews, wire-recorded and edited into a show with real impact. Some of the stories are hot news, others are human interest.

This program originates in New York, with pick-ups from other places as the news indicates. It has established itself on a local basis at WKCR. It is lighter in subject matter than Voices of History, with more emphasis on personalities, and less on international news.





## IT'S UP TO YOU

25 Minutes

Friday, 9:30 P.M.

A discussion program with a new twist. Each week the discussion panel will consist of two experts, usually opposing in their opinions, and two informed students who will serve to ask questions and make the experts talk in language the audience can understand. These students, part of the group which makes up our audience, will ask the questions which the listeners themselves would ask if they had an opportunity to meet the authorities.

There will be a permanent moderator to keep the discussion going at a lively pace and the program will originate from a different college each week.

The topics will be suggested by each week's news and outstanding authorities in that subject will be chosen to participate, drawing upon the faculties of the colleges where we have stations. Throughout the year, the topics will cover most major fields of learning.

Items from the news, including brief dramatizations and on-the-spot recordings will be used to high-light the discussion.

The title illustrates a fundamental principle which will be emphasized throughout the series - that tomorrow's citizens and particularly those from the colleges have a responsibility in the solution of society's problems. The aim of the program will be to tell what is known about the problem and to point out that "It's up to you".





## CAMPUS QUIZ

30 Minutes

Monday, 9 P.M.

Two-man teams from two colleges compete in this contest, with the winning team returning the next week. The questions are really hard and the competition brings high interest among the students, as does the fact that the program originates from a different college each week, with one team always a "home" team.

Questions are a test of broad background in the arts, general knowledge and world affairs, and the quiz-master's unique radio personality ties it all together into an absorbing and exciting show. The program originates from an auditorium, before an audience of local students, and has unique merchandising possibilities.





REMEMBER JUDY

75 Minutes

Monday, 9:30 P.M.

A half-hour of torchy songs by collegiate star Judy Berkin, with small orchestra. An intimate program built on the star's personality and heavily promoted with free pin-up photos and posters and personal appearances. College atmosphere is emphasized and the program is tailored to student tastes.

The music, especially arranged for this program, is sweet, sometimes sentimental, always appealing. The star sings and speaks directly to the individual listener and has developed a regular and devoted following on her local show.





HOT CLUB

25 Minutes

Wednesday, 9:30 P.M.

The best in real jazz, from classics to new releases, drawn from extensive record collections and introduced by jazz expert, Joel Chaseman. The program is built on the known interest in the art of jazz among students, many of whom are collectors, themselves. It includes many rare collector's items among hot records and will be publicized through college jazz clubs.

This program is an adaptation of a long-standing local show at WYBR.





## MUSIC IN POSTWAR EUROPE

30 Minutes

Thursday, 9 P.M.

H. C. Robbins Landon, musical correspondent for EBS, is now touring Europe, interviewing conductors and composers and collecting recordings of their work. The music and interviews will be combined with Mr. Landon's own commentary into a 26-week series of half-hour programs. Many of the works included have never before been heard in the United States and others will receive their first radio performances here.

Mr. Landon draws upon a broad background of musical experience which includes the study of Musicology at Swarthmore College and Boston University, numerous compositions and many published articles in musical journals. Yet he makes his interviews vivid and interesting and discusses serious music on the intelligent listener's level.

The contents of each program, with program notes, are listed in the monthly, "Music Lover's Guide", distributed free to every listener.





GLEE CLUB

15 Minutes

Wednesday, 9:15 P.M.

Coming from a different college each week, this program presents top college singing groups in songs for which college is famous. It has particular interest for our audience because of its college appeal and because of the competitive spirit of the series on which each college glee club will be heard.



## IBS MUSIC HALL

60 Minutes

Once a week, usually carried at 10 P.M., Thursday

An established syndicated program which has been heard over IBS stations for the past two years. A fine selection of recorded serious music with commentary which enhances its interest, produced locally from records, scripts and transcriptions syndicated from New York. The contents of each program, with program notes, are given in the monthly, "Music Lover's Guide," distributed free to every listener.

Writing of this program in Musical Digest (March 1947), Roland Collet said, "Most important of the musical programs broadcast regularly by the campus network is 'IBS Music Hall' heard every Thursday evening at 10 P.M. A well balanced program of records is selected and an announcer's script sent to each member station. These scripts, written by IBS music director, Alan Rich, are a distinct improvement over the usual commentary encountered on recorded music programs. They presuppose intelligence and maturity in the listener and talk about music rather than around it".

This program was sponsored by John H. Greck, manufacturers of quality preparations for the hair, during the Spring of 1947.





## INTERCOLLEGIATE FOOTBALL GAMES

Length - varies

Saturday afternoons

Virtually 100 per cent listenership is assured on these away-games broadcast from the field to the home college. In addition to exciting play-by-play reporting and quarterly summaries, the scores of simultaneous games in the same league will be broadcast from time to time during the game. A number of games are available on individual stations of the colleges which are playing "away".

A standard rate will be charged, based on  $1\frac{1}{2}$  hours of station time, at card rate, plus line charges (at 30¢ per mile) and production charges for the transportation of the broadcasting crew at 10¢ per mile. This price will apply, whatever the actual length of the game. Contracts will be made which provide for late cancellation if the game is broadcast by another station which can be heard in the college area, or if the game is cancelled.





## SPORTS PARADE

10 Minutes

Wednesday, 9 P.M.

Sports news, commentary and interviews with players, coaches and officials prominent in college sports. The first ten minutes of the program is aired on the network, the final five minutes is cut in locally at each college, with news of local teams and their opponents. The program will concentrate on football in the fall, basketball in the winter, and baseball and track in the spring. This program capitalizes on the known enthusiasm of students for college sports, and has been running as a local feature on many IBS stations for several years.



## WEEKEND IN NEW YORK

10 Minutes

Times - Various

A syndicated program supplied in script form to colleges within a 100-mile radius of New York City. This interesting "chatter" program by feminine commentators reports on what to do over the weekend in the big city. Tips on restaurants, shows, movies and night spots. Remembering the needs of our audience, we will emphasize entertainment within the financial range of weekenders students.

Based on local program on XCR and scheduled around 8 P.M. on Thursdays.





IBS NEWS

5 Minutes

Monday through Friday, 9:55 P.M.

A unique news service tailored to the interests of college students, the IBS News will use its own student reporters throughout the nation and in foreign capitals. The program will originate in New York and Washington and will be transmitted over the Ivy Network at 9:55 PM, EST, and immediately thereafter the news copy will be transmitted to western stations by shortwave and will be available for broadcast at 9:55 PM, CST, while an additional summary will be prepared for the West Coast. Wire recordings and special pick-ups of news reports will be incorporated as the news indicates. On-The-spot reports will be supplemented by national wire services.





CAMPUS NEWS

5 Minutes

Local Origin

Times - varied; usually Monday, Wednesday & Friday at 7:55 P.M.

Up-to-the-minute news of the local college community. This program has a strong local appeal and was sponsored by General Electric in 1945 when it was scheduled daily.



11 October 1947

### Weekly Report of Activities

We have two new full member stations this week - WJRH at Lafayette College, Easton, Penna., and KVOF at Texas College of Mines in El Paso. This brings the total full membership to 33. Several other stations have applications in which are being processed.

The distribution of the Music Hall will begin this coming week. This is a new series - series C - of scripts for one-hour recorded programs of serious music. The pieces are chosen from those which most stations have available, and a list of all available recordings, in order of preference, accompanies each script. The scripts are mailed weekly from New York to all full member stations which request them. This fall, Series C will continue the high calibre of the Series A and B, although the music may prove more difficult to obtain. (We have used up most of the readily obtainable pieces). Series C does not use any music used in an earlier series, so stations which have not used Series A or Series B may have them also, on request.

The Music Lovers Guide, the monthly booklet which lists the music in the Music Hall with program notes, will be available at cost to any stations desiring to distribute it. The contents are printed uniformly for all stations - the call letters of the station and its frequency are imprinted for each station on the cover. In the past this booklet has proved to be a top-notch promotion device when distributed directly to listeners' rooms. You can have it for about 1¢ per month per copy. Write for further information.

It is expected that John H. Breck, manufacturers of shampoo and like products, will resume sponsorship of the Music Hall on women's colleges in November. They were unable to start with it this fall because of an unusually expensive dealer-education campaign on the West coast. This account may also take chainbreaks on men's and co-ed colleges.

The New York Times is now supplying by telegraph the copy for a 5 minute news period daily. It is supplied at the Times expense to a number of north-eastern colleges, and is available to any other college station which wants to pay the transmission charge. These charges amount to about 30¢ a day for each 100 miles (from New York). Copy is delivered around 7:30 PM EST. It may not be sponsored.

Most of you know about the J.B. Williams (Shave cream) account, which has asked for quotation on several different programs for tomorrow is of 1947 and so on. One of the shows submitted to them is the daily 9:55 news. If they decide to take this program it will put the Ivy Network and the News Service into operation. You will get further information on the news service but, briefly, the idea is this: Our own student reporters, operating from our stations all over the country, and our own student correspondents in major foreign capitals, are able to report news of special interest to our audience from the viewpoint of a college student. Coordinated by a newsroom staff in New York, they will make "foreground" reports which bring a local campus appeal to world affairs. We will buy several of the news wires for "background".

This material will make up the 9:55 PM EST news period on the Ivy Network and also provide the material for the documentary programs - Voices of History and On the Wire, and some material for the discussion program "It's Up to You". It will be possible to send out the copy for the 9:55 news by short wave (in morse code) to western and Southern stations. Any operator with a knowledge of code can take it down. In the Central



time zone it will arrive in time to be used at 9:55 local time. Farther west, we may be able to arrange special transmissions later in the evening. Arrangements can be made to transmit the news by telegraph for those stations unable to take the code.

We are advised by our representatives in Boston that Kennedy's (a chain of department stores in New England) may buy a news program on all New England stations, with the possible exception of WIS Williams. The same news service can make up a special news period for this group at a different hour. This also may sustain a regional network in southern New England, which some of the stations there are anxious to establish.

At the present time, we need to start lining up personnel to work on the news. Therefore, I would like to have the names of any people on your staffs who are particularly interested in news coverage (to act as reporters) and any former students who are now studying abroad. Please send their names, addresses, and station experience (if any) to New York Office.

The United Nations is putting out an interesting program, 13 min 30 sec in length, made up of excerpts from the recordings of each day's sessions. It is broadcast on a number of stations scattered around the country, and is available to anyone who wants to pick it up by wire line at certain offices of the telephone companies. This program would be a welcome addition to the schedule of any IBS station which can arrange to get it. Here are the times and routes: (all are daily - Monday thru Friday)

10:45 PM EST available in New York (WJCA) transcriptions made at cost

11:15 PM EST available New York

Boston (Yankee network)

Washington (WDC)

12:15 AM EST available New York (State Dept.)

Philadelphia (WJAU)

Cleveland (WGLR)

Chicago (WJED)

St. Louis (KOMO)

Denver

Salt Lake City

San Francisco (KSAN)

Hollywood (KTEH)

Write me for further information if interested.

We are currently making arrangements for the accreditation of our reporters at the United Nations headquarters. If we get the network going, we will be able to get broadcast facilities at U.N. headquarters.

It appears that none of the national advertisers is anxious to buy the excellent schedule of football games which we prepared, so we are dropping it. Do what you can on a local basis.

Engineers will be interested to know that there is an article by Alan Sobel, former Executive Director of the Columbia, in the September issue of "Communications" (p 24) entitled "The New York Times and the Broadcast Operation" and contains a lot of useful data.

*[Handwritten signature]*

## Intercollegiate Broadcasting System

11 October 1947

### Standard Forms for Station Use

The attached forms are available from this office free of charge in moderate quantities for use by any full member station of the System. By purchasing them in quantity we are able to realize some saving on the costs.

The green memorandum, as most of you know, is used for correspondence between IBS stations and offices - anything within the organization. You may have a supply if you wish.

The Program Log form is an example of a log containing the information called for by the program code. This particular one holds only the minimum information, while many stations prefer to use larger and more complete logs.

The new Broadcast Schedule is based on a form borrowed from a friendly advertising agency. It is intended for keeping track of spot announcements. (It can be used as a program schedule, but there are better forms for this) The Scheduled time of each spot is entered in the column headed with the day of the week. One sheet is used for each account. We will use such forms for national spot accounts, and you may have them for your local use on request. Note that there is space on the back to record deviations and changes.

The Contract form contains the new Standard Conditions of the National Association of Broadcasters as revised last year. The printed side is the back of the form -- you should mimeograph, multigraph, or print the face to suit yourselves.

Let us know at this office if you want supplies of any of these forms.







# INTERCOLLEGIATE BROADCASTING SYSTEM

## MEMORANDUM

TO:

Date:

FROM:



DAY \_\_\_\_\_ DATE \_\_\_\_\_ 194 \_\_\_\_\_

SIGNED \_\_\_\_\_





# INTERCOLLEGIATE BROADCASTING SYSTEM

DATE \_\_\_\_\_

CITY \_\_\_\_\_

STATION \_\_\_\_\_

## BROADCAST SCHEDULE

COMMENCEMENT DATE: \_\_\_\_\_

EXPIRATION DATE: \_\_\_\_\_

[illegible]

**AFFIDAVIT CHECKED**

[illegible]





## INTERCOLLEGIATE BROADCASTING SYSTEM

### MEMORANDUM

TO: Ken Blum - WHRC Haverford

Date: 15 October 1947

FROM: Dave Linton - New York

Dear Ken,

Thanks for your note and the sample blotter - nice job!

We will feed you as much stuff as possible before the net opens, although we will have a few other things to do. Pictures come very high, although I believe what Confucious say. Last week I had the gemme star of our big musical show trot off to a good, sexy, photographer to do a batch of shots for publicity. The result - she looked like a restrained calf sitting on an iceberg. Going to do it again, but I don't know how to make her loosen up (suggestions welcome).

Don't put out any publicity on this network deal until I give you the flag -- they still may change their minds. Last year some stations set up a big howl and then felt foolish. But it looks good, and two more requests for availabilities came thru today -- on limited groups of stations not, unfortunately, including WHRC.

Regards,



INTERCOLLEGIATE BROADCASTING SYSTEM

To all station managers

From: Tak Kako

Enclosed you will find two forms. The first is a promotion information form and the second, a program schedule form and spot availability form. Please fill in the necessary information and return to the New York Office immediately. This information was requested by Mr. Avery several months ago, but the response from the stations has been nil. We cannot expect our representatives to get anything done unless we cooperate with them.

I believe the forms are self-explanatory except perhaps question 10 on the promotion form. A sample answer might read:

1. Livingston Lobby                      main bulletin board  
   for dorm students

You are not limited to five locations. Use the back of the sheet for additional space.

When you have filled in the forms mail them to the NYO.

PLEASE MARK "DEPT. K " IN THE LOWER LEFT HAND CORNER OF YOUR ENVELOPE.

*Tak Kako*

THESE FORMS MUST BE RETURNED TO THE NEW YORK OFFICE NOT LATER  
THAN FRIDAY, NOVEMBER 21, 1947



TO: ALL FIELD OFFICES

FROM: SAC, NEW YORK

SUBJECT: [Illegible]

RE: [Illegible]

1. [Illegible]

2. [Illegible]

3. [Illegible]

4. [Illegible]

5. [Illegible]

6. [Illegible]

7. [Illegible]

8. [Illegible]

9. [Illegible]

10. [Illegible]

11. [Illegible]

12. [Illegible]

13. [Illegible]

[Illegible Signature]

# INTERCOLLEGIATE BROADCASTING SYSTEM

## MID-ATLANTIC AND SOUTHERN MEETING

December 6-7, 1947

George Washington University  
Washington, D.C.

### Advance Registration

All station personnel and other interested groups who plan to attend the meeting should register in advance by filling in and mailing the lower portion of this announcement. This is required by your meeting committee to make the necessary arrangements. Since the meeting will start at 10AM, Saturday, it is suggested that those personnel traveling a considerable distance spend Friday night in Washington. The lower portion of this announcement must be mailed before November 15th to facilitate handling. Letters postmarked later than that date are not insured of accommodations. A block of double rooms has been reserved at the Roger Smith Hotel which is within two blocks of the University and close to downtown Washington. Ladies attending the meeting will, as far as possible, be accommodated at women's hotels. There will be a registration fee of \$2.00 per person to cover the cost of the luncheon and other miscellaneous expenses.

### Program

Registration will begin at 9:30AM, Saturday, December 6, in the basement of Lisner Auditorium, 21st and H Sts., N. W. A general meeting will begin at 10AM in the Dimmick Room of Lisner Auditorium. Discussion will center around network operations and regional nets.

Saturday afternoon immediately after the luncheon, a technical session will be conducted, where a discussion of the problems of starting a campus station will be discussed, including r.f. transmission, F.C.C. regulations, and special technical problems.

A program and business meeting will be conducted concurrently with the technical session to discuss programming, business, music clearances, and topics dealing with the national activities of IBS.

Sunday morning at 10AM the general meeting will be continued to answer questions and complete discussion started Saturday.

Sunday afternoon at 1:30PM there will be a closed meeting for IBS member and Trial stations for general discussion and the election of regional representatives to represent these regions at the Governing council of IBS. The meeting will adjourn by 3PM.

### Luncheon

There will be an informal luncheon Saturday at the Roger Smith Hotel at 1:00PM at which there will be an opportunity to meet with members of the radio industry. The registration fee includes the price of the luncheon.

THE  
JOURNAL OF THE  
ROYAL ANTHROPOLOGICAL INSTITUTE  
OF GREAT BRITAIN AND IRELAND  
VOLUME 11. PART 1. 1881.

LONDON:  
PUBLISHED BY THE INSTITUTE.  
1881.



# RATE CARD NUMBER 7

January 15, 1948

See rate card number 6 (August 1, 1947) for general information.

		Rate	1 hr.	5 min.	1 min.	1 sec.
<b>Men's Colleges:</b>						
WGTB Georgetown U.	Washington, D.C.	9.00	6.00	3.00	1.50	1.05
WVHC Hamilton Coll.	Clinton, N.Y.	9.00	6.00	3.00	1.50	1.05
WIRC Haverford Coll.	Haverford, Pa.	9.00	6.00	3.00	1.50	1.05
WJRH Lafayette Coll.	Easton, Pa.	12.00	8.00	4.00	2.00	1.40
WPRU Princeton Univ.	Princeton, N.J.	15.00	10.00	5.00	2.50	1.75
WUTC Trinity Coll.	Hartford, Conn.	9.00	6.00	3.00	1.50	1.05
WUUC Union Coll.	Schenectady, N.Y.	12.00	8.00	4.00	2.00	1.40
WES Wesleyan Univ.	Middletown, Conn.	9.00	6.00	3.00	1.50	1.05
WES Williams Coll.	Williamstown, Mass.	12.00	8.00	4.00	2.00	1.40
<b>Women's Colleges</b>						
WMIC MacMurray Coll.	Jacksonville, Ill.	9.00	6.00	3.00	1.50	1.05
WMWC Mary Washington Coll.	Fredericksburg, Va.	12.00	8.00	4.00	2.00	1.40
WMSC Stephens Coll.	Columbia, Mo.	12.00	8.00	4.00	2.00	1.40
WES Wellesley Coll.	Wellesley, Mass.	12.00	8.00	4.00	2.00	1.40
<b>Co-educational Colleges</b>						
WABP Alabama, U. of	University, Ala.	10.00	12.00	6.00	3.00	2.10
WABC Bard College	Annandale-on-Hudson, N.Y.	9.00	6.00	3.00	1.50	1.05
KIYS Baylor Univ.	Naco, Texas	18.00	12.00	6.00	3.00	2.10
KBYU Brigham Young Univ.	Provo, Utah	12.00	8.00	4.00	2.00	1.40
WBRU Brown Univ.	Providence, R.I.	12.00	8.00	4.00	2.00	1.40
WVBU Bucknell Univ.	Lewisburg, Pa.	12.00	8.00	4.00	2.00	1.40
WCTT Carnegie Inst. of Tech.	Pittsburgh, Pa.	12.00	8.00	4.00	2.00	1.40
WKCR Columbia Univ.	New York, N.Y.	18.00	12.00	6.00	3.00	2.10
WVUD Connecticut, Univ. of	Storrs, Conn.	15.00	10.00	5.00	2.50	1.75
WVBR Cornell Univ.	Ithaca, N.Y.	18.00	12.00	6.00	3.00	2.10
WVCP North Carolina State Coll.	Raleigh, N.C.	15.00	10.00	5.00	2.50	1.75
WONC Olivet Nazarene Coll.	Kankakee, Ill.	9.00	6.00	3.00	1.50	1.05
WAPC College of the Pacific	Stockton, Calif.	12.00	8.00	4.00	2.00	1.40
WXPB Pennsylvania, Univ. of	Philadelphia, Pa.	10.00	12.00	6.00	3.00	2.10
KSLU St. Lawrence Univ.	Canton, N.Y.	12.00	8.00	4.00	2.00	1.40
WUSD South Carolina, Univ. of	Columbia, S.C.	15.00	10.00	5.00	2.50	1.75
WSRN Swarthmore Coll.	Swarthmore, Pa.	12.00	8.00	4.00	2.00	1.40
KVOF Texas Coll. of Mines	El Paso, Tex.	12.00	8.00	4.00	2.00	1.40

Discounts:

Group Discounts:

All Men's Colleges.....	2
All Women's Colleges.....	2
All Coeducational Colleges.....	5
All Men's and Coed Colleges.....	7
All Women's and Coed Colleges.....	7
All Colleges.....	10

Frequency Discounts: (taken after Group Discounts)

13 times.....	2
26 times.....	5
39 times.....	7
52 times.....	10
104 times.....	12
130 times.....	15

Group discounts applying to one or more groups also apply to all other stations covered by the same contract.

Totals and Net Amounts for groups and combinations of groups:

	1 hr.	2 hr.	5 min.	1 min.	30 sec.
Total (gross) for men's colleges.....	94.00	64.00	32.00	16.00	11.20
Net for Men's colleges.....	93.60	62.40	31.20	15.60	10.92
Total (gross) for women's colleges.....	15.00	30.00	15.00	7.50	5.25
Net for Women's colleges.....	13.88	29.25	14.63	7.31	5.12
Total (gross) for coed colleges.....	219.00	140.00	68.00	41.50	29.05
Net for Coed colleges.....	236.64	157.76	78.88	39.14	27.60
Net for Men's and Coed Colleges.....	319.13	212.75	106.38	51.19	37.21
Net for Women's and Coed Colleges.....	271.95	161.30	90.65	45.33	31.73
Net All stations.....	351.00	234.00	117.00	58.50	40.95



# LIST OF COLLEGES AND UNIVERSITIES

## SPOT AVAILABILITIES

MARCH 8, 1948

NOTE: Date with name of each station is latest date for which availabilities may be valid. New availabilities will be issued when necessary.

NOTE: In general, 30 word announcements may be sold at times available for one-minute announcements also.

WABP University of Alabama

May 28, 1948

30 wds: 7:45pm M-F  
8:00pm M-F  
8:15pm M-F  
8:45pm M-F  
9:00pm M-F

1 min.: 8:30pm M-F  
9:15pm M-F  
9:30pm M-F  
10:00pm M-F

WABC Bard College

not on the air until about March 15, 1948

WYIS Baylor University

30 wds: 7:30pm M-F 7:00am M-F  
8:15pm M-F 7:45am M-F  
9:30pm M-Th  
10:00pm M-F

WBYU Brigham Young University

May 22, 1948

30 wds: 6:15pm Tu, W, F 7:30pm Tu  
6:45pm Tu-Th 7:45pm M  
7:00pm M 8:00pm M-Th  
7:15pm M, F

1 min: 6:30pm M-F 7:45pm Tu  
6:45pm F  
7:00pm Tu-F  
7:30pm M, W, F

WVBU Bucknell University

May 17, 1948

30 wds: 8:00pm M-F

1 min: 7:15pm M-F 9:30pm M-F  
7:30pm M-F 10:00pm M-F  
8:30pm M-F 10:30pm M-F  
9:00pm M-F

WCCR Columbia University

June 27, 1948

1 min: 7:30pm Tu, W 9:30pm M-F  
7:45pm M, W, Th, F 9:45pm Tu, W  
8:15pm M, F 10:00pm M-F  
8:30pm M, W, F 10:30pm M-F  
8:45pm Th 12:00pm M-F  
9:00pm M-F 1:00am M-F

WJL University of Connecticut, Fort Trumbull Branch

May 21, 1948

30 wds: 8:15pm M 9:30pm M-Th  
8:30pm W 10:15pm Tu, Th

1 min: 8:15pm Th 10:45pm M, W  
9:00pm M

Other times on request



MIT Radio Institute of Technology

June 27, 1948

1 min:	7:15pm M-F	8:30pm M-F
	7:30pm M-F	8:45pm M-F
	7:45pm M-F	9:00pm M-F
	8:00pm M-F	9:15pm M-F
	8:15pm M-F	9:45pm M-F

WHS University of Connecticut (Storrs)

1 min:	7:15am M-F	6:45pm M-Th
	7:30am M-F	7:00pm M-F
	7:45am M-F	7:15pm M-F
	8:00am M-F	7:30pm M-F, F
	8:15am M-F	7:45pm M
	8:30am M-F	8:00pm M, M-F
	8:45am M-F	8:15pm M
	4:30pm M-F	8:30pm M-F
	5:00pm M-F	9:00pm M-F
	5:30pm M-F	9:30pm M, Tu
	6:00pm M-F	9:55pm M-Th
	6:15pm M-F	10:00pm M-F
	6:30pm M, Th	

WVR Cornell University

May 28, 1948

30 wds: 7:00pm M-F  
 7:15 pm M-F  
 7:30pm Tu-Th  
 8:30pm M-F  
 9:00pm Tu, Th  
 11:15pm M-F

WGAT Georgetown University

June 1, 1948

30 wds: 7:45pm Th 9:15pm M-F  
 8:00pm M, M-F 9:30pm M-F  
 8:15pm M 9:45pm M-F  
 8:30pm F 10:00pm M-F

WHG Haverford College

March 28, 1948

1 min:	5:00pm M-F	8:55pm M-F
	5:15pm M-F	9:00pm M-F
	5:30pm M-F	9:15pm M-F
	5:45pm M-F	9:30pm M-F
	6:00pm M-F	10:00pm M-F
	6:15pm M-F	10:30pm M-F
	7:00pm M-F	11:00pm M-F
	7:15pm M-F	12:00pm M-F
	7:30pm M-F	12:05am M-F

KUOI University of Idaho

June 4, 1948

30 wds: 3:45pm M, Tu  
 4:15pm M, M, F  
 5:15pm M-F  
 6:45pm Tu, Th  
 7:15pm Tu-F  
 7:45pm M, F

1 min:	3:00pm M, Tu	8:00pm M-F
	3:30pm M-F	8:30pm M-F
	4:00pm M, Th	9:00pm M-F
	4:30pm M-F	9:30pm M-F
	5:00pm M-F	10:00pm M-F
	5:30pm M-F	10:30pm M-F
	6:00pm M-F	11:00pm M-F
	6:30pm M-F	11:30pm M-F
	7:00pm M-F	12:00 mid M-F
	7:30pm M-Th	7:45am M-F

March 8, 1948

WRH Lafayette College

June 1, 1948

1 min:	7:00pm M-F	8:30pm M-F
	7:45pm M-F	9:00pm M-F
	8:00pm M-F	9:35pm M-F
	8:15pm M-F	10:00pm M-F

MMMC Mackhurray College for Women

May 28, 1948

1 min:	5:00pm M-F	7:30pm M-F
	5:15pm M-F	7:45pm M-F
	5:30pm M-F	8:00pm M-F
	5:45pm M-F	8:45pm M-F

MLWC Mary Washington College

May 21, 1948

1 min:	8:15am M-F	4:00pm M-F
	3:15pm M-F	4:15pm M-F
	3:30pm Tu, W	4:30pm M-F
	3:45pm Tu, W	4:45pm M-F

WVWP North Carolina State College

June, 1948

30 wds:	7:15pm M-F	9:00pm M, Th, F	1 min:	8:30pm W
	7:45pm M-F	11:15pm M-F		8:45pm M
	8:15pm Tu, F			9:00pm M

WONC Olivet Nazarene College

May, 1948

30 wds:	9:00pm M-Th	1 min:	8:45pm M-Th	10:00pm F
	10:00pm M-Th		8:00pm F	10:15pm M-Th
	10:30pm F		9:15pm M-Th	10:30pm M-Th
	10:45pm F		9:30pm M-Th	10:45pm M-Th
			9:45pm M-W	11:00pm M-F

KAEO College of the Pacific

June 11, 1948

30 wds:	7:45am M-F	8:15pm M-Th	1 min:	8:15am M-F
	8:45am M-F	8:15pm M-Th		8:30am M-F
	9:00am M-F	8:30pm M-Th, Su		9:30pm M
	7:15pm Su	8:45pm M-Th, Su		
	7:30pm Su	9:00pm M, W		
	7:45pm Th	9:15pm M, W		
	8:00pm M-Th	9:30pm Tu-Th		
		9:45pm Tu-Th		

UPN University of Pennsylvania

June, 1948

30 wds:	7:30pm Tu-Th	8:15pm Tu, Th	1 min:	7:30pm M-F	8:30pm F
	7:45pm M, Th	9:00pm M, Tu		7:45pm Th, F	9:00pm Th, F
	8:00pm M-Th	9:30pm M, Tu		8:00pm F	10:00pm M, Th
	8:15pm Th	10:00pm M, Tu		8:15pm F	11:00pm M-F
	8:30pm M, Tu, Th				

May 28, 1948

May 28, 1948

30 wds: 7:00pm M-F

11:00pm M-F

St. Lawrence University

30 wds: 7:15pm M-F

9:30pm M-F

Other times on request

1 min: 10:45pm M-F

University of South Carolina

30 wds: 7:00pm M-F

7:15pm M

7:30pm Tu, Th

7:45pm M, W, F

8:00pm M-F

8:30pm M-Th

8:45pm M

9:05pm M-F

9:30pm M-F

10:00pm M-F

1 min: 9:00pm M-F

Stephens College

May 25, 1948

30 wds: 7:15pm Tu

8:00pm M-F

8:15pm M, Tu, Th

8:20pm M

9:00pm M-F

9:30pm Tu-Th

9:45pm Tu

1 min: 8:30pm M

8:45pm M

9:00pm M

9:15pm M-F

10:00pm F

10:30pm M-F

10:45pm M-F

Swarthmore College

1 min: 7:30pm M-Th

7:45pm M, Th

8:00pm M, Th

8:15pm M-Th

9:30pm M

10:00pm M-Th

Texas College of Mines

30 wds: 6:00am M-Sa

6:15am M-Sa

6:30am M-Sa

6:45am M-Sa

7:00am M-Sa

7:15am Sa

7:30am Sa

7:45am Sa

8:00am M-Sa

12:00pm M-Sa

12:15pm M-Sa

12:30pm M-Sa

1:00pm M-Sa

1:15pm M-Sa

1:30pm M-Sa

2:00pm M-Sa

12:45pm Sa

5:00pm M-Sa

5:15pm M-Sa

5:30pm M-Sa

6:00pm M-Sa

6:15pm M-Sa

6:30pm M-Sa

6:45pm M-Sa

7:00pm M-Sa

Union College

March 22, 1948

30 wds: 9:05pm M-Sa

7:15pm M-Sa

8:00pm M-Sa

9:00pm M-Sa

11:00pm M-Sa

Wellesley College

May 29, 1948

1 min: 7:15pm M-F

7:30pm M-F

8:05pm M-F

8:00pm M-F

8:15pm M-F

10:00pm M-F

Williams College

May 31, 1948

30 wds: 8:30pm M-F

9:45pm M-F

10:00pm M-F

10:15pm M-F

10:30pm M-F

10:45pm M-F

9:00pm M-F

9:15pm M-F

9:30pm M-F

9:45pm M, Tu, Th, F

10:00pm M, Th

10:30pm Tu-F

10:45pm M, Tu, Th

11:00pm Tu-F

made 5/6/48



INTERCOLLEGIATE BROADCASTING SYSTEM  
Regional Office- Station WKCR  
Hamilton Annex, Columbia University  
April 17-18, 1948

SUBJECT: Minutes of the Middle Atlantic Regional Conference

Saturday, April 17, 1948: Acting Regional Representative, Charles J. Brookwell opened the meeting and called the roll. Present were: Bucknell, Rutgers, Lehigh, Lafayette, Haverford, Temple, and Columbia. Absent were: Bryn Mawr, Swarthmore, and Gettysburg. A quorum was declared present.

Cullen Keough, president of WKCR, welcomed the members of the region to Columbia University. The minutes of the previous meeting were read.

The floor was opened for continuation of the discussion of the last meeting concerning national advertising. The question arose as to whether IBS member stations would accept national advertising accounts from Trial stations. The members agreed to accept such advertising with the knowledge that they would have to pay Avery-Knodel the fifteen per-cent commission of IBS rates from their portion of the income of such accounts.

At the last meeting, The Members of the MAR agreed that they would assume part of the present debt of IBS as a moral obligation. This decision was subject to the approval of the governing bodies of the individual stations. At the present meeting, Temple University stated that they would assume no obligations, moral or otherwise, on this debt because the Temple University radio station is a university department, not an extracurricular activity.

After further discussion of the subject of national advertising, the meeting was adjourned until nine o'clock Sunday morning.

Sunday, April 18, 1948: The chairman suggested that further discussion about advertising be tabled. It was.

The setting up of an amateur radio network to speed communication among the MAR was discussed and those stations who had not sent in information on this project were requested to do so.

Script exchange was brought up, and after reviewing the difficulties that Tak Koko, IBS Program Director, is having with the national script exchange, the members were urged to send scripts to IBS. They were also urged to return borrowed scripts promptly as some stations are not doing this now. Regional members were informed of the lack of promptness in answering IBS correspondence which exists in the System. The Region was notified that two shows, recorded on tape are available now to those stations who have the necessary equipment. Members wish to know if these shows may be sold locally.

The MAR unanimously passed the resolutions that:

(1) The Executive Committee be requested to call an emergency Governing Council in May to clarify the status of all forms of membership in IBS, and that present members be reviewed in regard to their qualifications to remain active members in good standing in IBS;

(2) The system of advertising representation be determined so that present stations considering dropping from IBS will not follow the actions of the Ivy Network.

The following questions were brought up concerning Regional elections: (1) Do the voting members include Trial members? (2) Must the Regional Rep. be from a Member station? (3) Are other positions in the Region, such as Program, Tech. and Business Managers, elective or appointive?

Until further information is available, the understanding is that only members vote; Reg. Rep. must be a Member Station; other positions are appointive. The following positions were filled to hold office until the next meeting in June. Reg. Rep.-Edw. J. Kelly, Columbia; Business Mgr.-Leonard J. Stone, Rutgers; Program Mgr.-Harrison G. Platt, Columbia. The position of Tech. Dir. as vacated by Miltie Zuck, Rutgers and not filled at this meeting.

The next meeting will be June 12-13, 1948 at Columbia.

C.J. Brookwell





WPRU  
PRINCETON BROADCASTING SERVICE  
PRINCETON, NEW JERSEY

TELEPHONE 788

February 7, 1948

George A. Gothberg, Jr.  
President  
Radio Station WHRC  
Haverford College  
Haverford, Penna.

Dear George:

Received a very cordial letter from Ken Blum and I understand from him that you will be handling all matters concerning I. B. S. in the future. First, however, before we talk shop, please accept my congratulations on your election to the presidency of WHRC and my very best wishes for a successful term of office. The situation these days regarding college radio is still not anywhere as bright as it could be, and I realize that you will have a fairly rough road ahead of you - - - so here's wishing you all the luck you can use.

By now you know that the meeting of the I.B.S. Governing Council has been postponed until the weekend of Feb. 14 and 15. I certainly hope that next Saturday I shall see you or one of the other officers of the station at the meetings at WKCR at Columbia, for it is of the utmost importance that every member station of I.B.S. be present. Unless we have a majority of stations there from the Middle Atlantic Region, either in person or by proxy, our region will not have a vote in the final decisions of the Council. So I hope you will be able to attend in person, and I would appreciate it if you would give Pennsylvania and Bryn Mawr a nudge and remind them of the meeting. I have already received a proxy from Swarthmore.

Now in the event that you or another officer of the station cannot be present at the Governing Council meeting, would you please send in my name as proxy to the Washington office (you should have received various communiques from George Abraham) or preferably to me at station WPRU. Now it is possible that I shall be absent from part of the discussions on Sunday, and in that case I would like to offer the names of Warren H. Simmons, Jr. and William A. Lowrie as alternates. The former is our Station Manager and the latter is our Business Director, and both are acquainted with all phases of I.B.S.

In the event you are unable to attend the confab, I shall send you a full report on the decisions reached, plus all other information available on the current I.B.S. situation.

Thank you for your attention in this matter.

Very sincerely yours,

*Donald E. W. Niemann*  
Donald E. W. Niemann  
Program Director  
Temporary Representative for the  
Middle Atlantic Region on the I.B.S.  
Governing Council





Minutes of the Governing Council

February 14-15, 1948

Columbia University, New York City

George Abraham, Executive Chairman, opened the meeting and welcomed the delegates at 10:30 AM Saturday, Feb 14. Cullen Keough of Columbia was elected chairman of the meeting. The chair called the roll showing the absence of a quorum and suggested that the meeting be conducted in the regular manner except for legislation until a quorum had been established. Minutes of the last legal meeting of the Governing Council (December 7-8, 1946) were read and adopted. There being no standing committees of the Council, the next order of business was the action to admit to affiliate membership, Hunter College of New York City. The Chair tabled action for lack of a quorum. Report of Executives:

EXECUTIVE CHAIRMAN--George Abraham: Discussed IBS Bulletin and possibility of having work done by Hampton Institute and American Univ. Suggested later discussion of means of financing Bulletin. Reported Internal Revenue case nearing completion. Favorable decision to exempt College radio from federal tax on radio lines and refunds for taxes already paid expected. FCC to change rules concerning low-power radio. Technical Dept. of IBS expected to contact FCC about details. Discussed IBS placement service and suggested that each station maintain contact with its alumni who are in radio. Announced that examinations for federal jobs in radio (technical) will be given to college juniors. Sample exams and information were distributed.

STATION RELATIONS--GA--Proposed that in the new regional representation plan this function would be largely handled by the regional representatives. In the advertising situation, Mr. Avery suggested that rates be revised as should enrollment figures. Suggested students return NYO advertising forms promptly and they should feel free to drop in and see Avery-Knodel whenever possible. Programming discussed briefly especially as to regional programming to be conducted by regional programming manager and as to methods for exchanging programs such as tape recordings. Suggested that local wire loops be set up between stations rather than a national network. IBS asked to sit in on UNESCO meetings which is interested in sending programs overseas.

BUSINESS MANAGER--Paul Yergin--A printed report was distributed to those present (for copies, request B 175; B 177; B 168) Legislation to be acted upon by the Council was recommended.

The Chair recessed the meeting for lunch at 12:30.

The meeting reconvened at 2:15. A roll call was made and the chair, after a vote of acceptance of Lafayette proxy, declared the presence of a quorum (25 out of 34). It was announced that the University of Connecticut at New London had been accepted as a full member by the Executive Committee. The Business Director was recognized to continue his report.

Suggested that regional programming could be established. Discussed an outline of the activities of IBS (I 236--1/9/48) Requested volunteer work from member stations for IBS.

Chair called for reports of the Station Relations Manager and Program Manager but both positions being vacant, there were no reports.

TECHNICAL MANAGER--David Borst--Discussed several technical projects being conducted by IBS and also inquired about Brush Soundmirror facilities of stations. He suggested the two matters of highest priority were the setting up of regional engineers to help member and trial stations directly and the publication of the Technical Data Book which he estimated will



cash about \$10.00 and will pay the balance of it in 30 days.

DISTRIBUTION OF REPORTS: Cornell moved that:

"The IBS Bulletin, in its present elaborate form, should be eliminated from the budget and from consideration by the Council due to the acute economic condition of IBS at the present time." --Passed unanimously.

Report of the Exec. Chairman accepted.

It was believed that Avery Howell needs information about the colleges and the college stations in order to sell them. The establishment of a research organization under Gov. Chairman of Bethany was announced. The financial report was accepted.

The delegates after discussion on the technical report decided that Technical Data Book was of vital importance and should be published, the Bard delegate moving that:

"The governing Council authorizes publication of the Technical Data Book, the allotment of funds being left to the discretion of the Executive Committee." ---Passed with 3 abstentions.

The Technical report was accepted.

Resolution #1 contained in the "Minutes of the Board of Directors Meeting, January 2, 1948" (I 36.2) was moved for adoption by Cornell but was tabled by the chair for forwarding at the suggestion of several delegates. Resolution #8 was discussed, moved seconded and passed unanimously.

The resolution reads:

"The Board of Directors resolves that, in view of the lack of specific responsibilities and duties laid down in the Constitution, it will remain in office to assist the Intercollegiate Broadcasting System in any way it can, but in an advisory capacity only; that this resolution be brought to the attention of the Governing Council at its next meeting with a view to stimulating revision of the Constitution."

Resolution #1 was returned to the floor. The business Director read a list of the debts owed to the member stations by IBS. The resolution as amended by Cornell was passed by a vote of 28 aye and 4 abstaining after discussion. The resolution reads:

"The Governing Council resolves that in accordance with the recommendation contained in "A report on the Meeting of Regional Representatives, Chicago, December 27, 1947" all stations in the Intercollegiate Broadcasting System accept debts owed to them by the Intercollegiate Broadcasting System as of August 1, 1947 as dues for the year 1946-1947. Monies other than dues of the Intercollegiate Broadcasting System by the member stations shall still be payable. It is further resolved that all other debts of the Intercollegiate Broadcasting System shall be accepted at their face value and every effort be made to pay them as soon as possible (it being impossible to state a definite time for completing these payments at this time).

George Abraham was accepted as delegate from the Texas College of Business by a vote of the Governing Council. The Chair recessed the meeting at 3:55 PM.

The meeting was reconvened at 4:15.

Resolution #2 was moved and passed:

"The Governing Council resolves that the Trial Balance Sheet for July 1, 1947 as given on IBS Form B 175 dated January 3, 1948 be accepted as it stands, except as modified by Resolution # 1."

Resolution # 3:

"The Governing Council resolves that in paying the debts owed by the Intercollegiate Broadcasting System which remain after acceptance of the first resolution, back salaries be paid off completely before payments are made on notes outstanding, and back salary payments be made only after current operating expenses have been paid for and a small fund for contingencies has been set aside" Moved & passed.

1289.2 - 2/18/48



Resolution 6 was adopted. The status of trial stations and the arbitrary percentage set in the resolution. The chair tabled further discussion until a dues plan had been set.

#### Resolution #9.

"The CC resolves that all continuing business operations, including disbursements of funds and all other such necessary actions, remain, as they have, in the hands of the Executive Committee."

The motions recommended to the Governing Council for enactment (I 287) were brought up for consideration.

#### 1. Amendments to the Constitution:

Article IV Sec 1: Discussed and tabled until Art. IV Sec 3 had been taken up.

Article IV Sec 2: Passed as stated.

Article IV Sec 3: which had read "Each Governing Council representative shall have one vote" was proposed to read "Each Governing Council representative shall have a number of votes equal to the number of member stations in his region and each vote may be cast individually in accordance with any instructions that he may receive from each member station." Passed unanimously.

Article IV Sec 1: Passed as recommended.

Article VIII Sec 1: Amended unanimously as recommended.

2. Amendments to the By-Laws--Action tabled until motion to renumber Miscellaneous By-Laws in accordance with By-laws was moved and passed.

The recommended amendments to the by-laws were unanimously adopted in toto.

3. New By-laws #1 Passed with the deletion of the words "...from among the members of the Board of Directors..." #2 Passed as proposed. #3 was brought to the floor, discussed, but on objection to the increase in the size of the Executive Committee, it was tabled by the chair for further study by the Executive Committee. The meeting was adjourned at 5:35 PM.

#### SUNDAY, FEBRUARY 15, 1948

Meeting called to order at 10:30 AM by the Chairman, Cullen Keough. After determination of a quorum, the meeting was continued. The first topic for discussion was New By-law no. 7 (I 287): Discussion by Mr. Yergin. Mr. Swanson asked if the money spent was not partially accounted for. Delegate from Princeton suggested telegraph and telephone bills be kept at a minimum. Mr. Yergin said that executive's travel bills to meetings must be paid. Mr. Swanson wished to know if regional organizations can assess dues. Mr. Yergin replied that it could be worked out among the stations. Mr. Browde stated that the proposed dues will just cover the budget if all dues are paid. Mr. Forst suggested that there be a hike in dues. Mr. Yergin said the budget would have to be restricted somewhat. Mr. Abramson stated that Carnegie Tech is unable to pay high dues. He suggested we get money from advertising with rates reduced considerably. Carnegie Tech and Ohio U will have to drop out if rates of dues continue the same. Mr. Kake stated that advertising rates had been lowered about 40%. Also that IBS could not be supported by advertising, therefore dues system was set up. Delegate from Princeton stated there was no advertising prospect, therefore, dues will be imperative. Delegate from Texas College of Mines stated there is a tax on advertising. Mr. Yergin said he hoped local stations would forget the idea that IBS's primary purpose is to obtain national advertising. IBS represents local stations with FCC, music licensing agencies, etc. If IBS disbanded, the local stations will be out on carrier broadcasting. Delegate from Cornell said that the stations which have no advertising have not canvassed all possibilities. Suggested dues of \$ 40--yearly, payable on or before Dec 1 of each year. He put the proposition in basic terms of 4 bottles of beer a week. Mr. Nieman asked Carnegie Tech if they could take care of dues next fall. GFT said possibly. Mr. Yergin said that stations



whether they could pay dues: Chair called for individual poll:

14 yes  
4 no  
7 abstain

Mr. Browde made a motion that each member pay dues of \$20 semi-annually payable on or before September 1 and March 1. Discussion by Mr. Vergin. Later changed to December 1 and March 1. Delegate from Alabama suggested: "Each member station shall pay dues of \$20 semi-annually, payable on or before December first and March first of each year."

17 yes; 1 no; 7 abstain---Motion Carried.

Discussion of new By-law no. 8 (I 287)

Delegate from Cornell said that \$20 would just cover trial groups. should be raised. Delegate from Amhurst said they had no funds and might be forced to drop. Mr. Swanson said the two trial groups he represents that that \$20 is a legitimate assessment. Delegate from Rutgers said that they are now able to pay, but could not pay at first. Haslyan said essentially same thing. Mr. Nieman suggested amendment of By-law 8 to payment on first anniversary. Delegate from Cornell said Spec. should be lenient with trial members. Mr. Kake said stations should not be trials till they can consider building stations. Delegate from Oliver Nazarene said midwest states could probably pay assessment after a while. Mr. Swanson said first dues could be accepted at a different time. Cornell called question. Mr. Vergin said by-law should be passed as is. When a group applies for trial status, they could ask for an extension but dues should be due on date of acceptance. Amhurst suggested that we include another type of station membership to give trial groups information. Mr. Vergin said this is generally done.

"Each trial group shall pay \$25 on acceptance, and on each anniversary thereafter until accepted to membership."

23 yes; 2 abstentions; Motion Carried.

New By-Law # 9 (I 287)

Tabled until resolution could be clarified.

New By-Law # 10

Cornell wishes to amend By-law 10 as follows: Anything IBS owes a member station should be credited to dues. Mr. Vergin said this is automatic. Mr. Swanson made the motion that By-Law 10 be passed. Cornell seconded:

23 yes; 2 abstentions Motion carried as originally stated.

By law 11:

Moved by Alabama, Seconded by Cornell:

23 yes; 2 abstentions; Motion Carried.

By law 12:

Amended to read:

"Resolved that renewal of the appointment of Avery-Model Inc., (formerly Lewis H. Avery, Inc.) as national advertising representative of IBS for not more than 1 year is approved."

Mr. Walker asked if it was legal for agency to collect for national advertising brought in by one station. Mr. Vergin answered yes.

Vote: 23 yes; 3 abstentions Motion Carried.

Hunter College Application for affiliate status. Delegate moved application be accepted. Baylor seconded. Mr. Nieman requested information of Hunter. Mr. Kake said Hunter's quality is questionable. Mr. Nieman said that one criticism of IBS is that we admit trial groups to membership before they are ready. Mr. Swanson agreed. Columbia withdrew motion. Question called unanimously.

New By-law # 6 (I 287) --North Carolina moved adoption, South Carolina seconded. Motion passed unanimously.



and/or through IBS... Alabama seconded. Carnegie Tech disagreed. Advertising rate should be 100% and stations would benefit. Mr. Keough said that that had been discussed. Princeton asked who should trial stations second semester until last had been said. Webster said IBS expansion would be curtailed if percentage is 70%. Baylor was still in favor of 70%. Meeting recessed for five minutes. Meeting recommenced. Resolution tabled for rewording during lunch.

New By-law #1 (I 287): Mr. Thompson yielded to Mr. Abraham for a resolution. "The committee is too large, it is unwieldy. If the Executive Committee is too small, it cannot do the work. Mr. Forst added that clerical officers are not given Executive responsibility. Resolution 3:

"The following new departments are established, in addition to those specified in the Constitution: a) Sales, b) Operations.

Seconded by Baylor---Passed unanimously.

New By-law # 4 (I 287): Certain ambiguous points were cleared up by Mr. Yergin. Mr. Forst suggested that the Constitution be amended to remove contradiction. By-law tabled.

Article 3, Section 2 of Constitution: Strike out "December meeting" and substitute "first meeting of each academic year"

Passed unanimously.

New By-law # 4: Moved by Baylor seconded by Connections of Storrs.

Passed unanimously.

New By-law # 5: Moved by Alabama; seconded by Cornell.

Passed unanimously.

#### ELECTION OF OFFICERS:

Slate presented by Mr. Yergin on behalf of Executive Committee:

Chairman	George Abraham
Business Manager	Paul Yergin
Program Manager	Takashi Kake
Station Relations Manager	Anatole Browde
Engineering Dir.	Herbert Barlow (Technical Dept.)
Sales Manager	Donald Nieman
Executive Director	David Forst (Operations Dept.)

Nominations for Chairman: George Abraham; no other nominations; declared elected unanimously.

Nominations for Business Manager: Paul Yergin; no other nominations; declared elected unanimously.

Nominations for Program Manager: Tak Kake; no other nominations; declared elected unanimously.

Mr. Brown objected to continuation of elections because the stations had not had the chance to discuss the candidates. Mr. Brown moved that elections be called until after lunch. The 3 officers provisionally elected, resigned.

Elections of Board of Directors.--3 directors posts which had expired.

Roger Clipp nominated for reelection. Nominations closed. elected unanimously.

Guy della Gioppa nominated for reelection. Lew Avery nominated.

Lew Avery withdrawn. Mr. della Gioppa elected unanimously.

Morris Novick nominated for third post (for reelection) Mr. Avery

Nominated. Roll call vote; 11-Novick; 9-Avery; 5--abstain.

Mr. Novick elected.

Robert Hudson and Leo Martin nominated. Votes:

13 Martin; 11 Hudson; 1 abstain. Mr. Martin elected.

The meeting was recessed for dinner at 1:30 PM.



Meeting came to order at 8:45 PM. Chairman

Resolution 6 as reworded by Rutgers:

"The Governing Council resolves that 70% of net national advertising receipts as obtained through the advertising representative of IBS (after the commissions for the agency and representatives have been deducted) accruing to member stations, and 30% accruing to stations becoming members after February 15, 1948 be turned over to IBS until indebtedness incurred up to December 31, 1947 be paid. Upon repayment of this indebtedness, the percentage retained by IBS of above shall be 15% for all member stations until otherwise enacted by the Governing Council."

Moved by Baylor, Seconded by St. Lawrence.

15 yes; 1 no; 7 abstain---Motion Carried.

New By-law # 9

$$(M - T) \frac{x}{10} + T \frac{y}{10} = \text{Dues}$$

When:

M = Annual Member dues

T = Annual Trial dues

x = whole number of months between admission to member status and the next July 1.

y = Whole number of months between date up to which Trial dues were paid and July 1 (y is negative if said date is after the July 1 immediately following date of admission to Member status)

Passed with 2 abstentions.

Columbia proposed a sub-committee of Governing Council for constitutional revision be set up to be composed of 3 members of the Governing Council

1 member of the Executive Committee, 1 member of Board of Directors.

Nominations for the 3 Governing Council members: Tak Kako--declined.

Nominations tabled until after election of Executive Committee.

Election of two directors to fill the two vacant seats on the Board of Directors.

Nominations:

Robert Hudson

Lewis Avery

Eric Barnow

John Crabbe

Each college was instructed to vote for two men. The two receiving the highest number of votes will receive the offices. In case either declines, the other two will fill the office in order.

Vote:

Crabbe-----18

Hudson-----14

Avery-----9

Barnow-----5

Motion by Carnegie Tech that Mr. Avery and Mr. Barnow be considered alternates for any vacancies on the Board. Passed with 2 abstentions.

Election of Executive Committee:

Chairman: George Abraham nominated; nominations closed; elected with two abstentions.

Business Manager: Paul Vergin nominated; nominations closed; elected with 9 abstentions.

Program Manager: Tak Kako and Warren Simmons nominated; nom. closed.

Vote: Kako--18; Simmons--5; Abstain--4

Tak Kako elected.

Operations Manager(Executive Director)--David Borst nominated and unanimously elected.

Engineering Director--Herb Barlow nominated and elected with 4 abstaining



...on behalf of Managers; ...  
Abramson nominated.  
Vote: Simmons--11; Abramson--5; Browde--2; ...--5

Election of three members of the Executive Committee to the Board of Directors  
Nominated; George Abraham, Paul Yergin, Tak Kako, David Borst and  
Charles Brookwell. Mr. Borst and Mr. Brookwell declined.  
Mr. Abraham, Mr. Yergin and Mr. Kako elected to Board of Directors  
with 2 abstentions.

Election of 3 members of Governing Council to sub-committee for revision  
of Constitution;

Nominated: Peter Swanson(North Carolina State), George Walker(Georgetown),  
Alan Strout(Cornell), Anatole ... (Cornell), Donald ...  
(Princeton), James Oglesby(Union), Peter Bigler(Princeton).  
Mr. Walker, Mr. Browde and Mr. Bigler declined.

First roll call vote:  
Swanson--16; Nieman--15; Strout--13; Oglesby--12.

Vote changed to:  
Swanson 16 ; Nieman--15; Strout--13; Oglesby--14.

Vote again changed to:  
Swanson--16; Nieman--15; Strout--15; Oglesby--15.

Motion for reballot;  
Second Ballot:  
Swanson--14; Nieman--15; Strout--13; Oglesby--13.

Chair declared Swanson and Nieman elected and ruled that a run-off ballot  
would be taken between Oglesby and strout.

Vote: Strout--14; Oglesby--13. Mr. Strout elected to sub-committee.  
Election of one member of Board of Directors to sub-committee for constitutional  
revision:

Nominations: Tak Kako and Paul Yergin.  
Vote: Tak Kako--19; Paul Yergin--1

Election of one member of Board of Directors to Same committee.  
Mr. Guy della Cioppa nominated and elected with 2 abstentions.  
The Governing Council Sub-Committee for revision of the Constitution consists  
of the following members:

- Donald Nieman (Princeton)
- Alan Strout (Cornell)
- Peter Swanson (North Carolina State)
- Tak Kako (Executive Committee)
- Guy della Cioppa(Board of Directors)

Election of Chairman of Sub-Committee:  
Peter Swanson and Donald Nieman nominated. Latter declined.  
Mr. Swanson elected with 2 abstentions.

NEW BUSINESS:  
Princeton suggests that motions be qualified quite strictly for  
class rating. Mr. Tako wishes to have new codes could be enforced.  
Mr. Yergin suggested the following resolution:  
"The Executive Committee is requested to review carefully its practice  
for admitting members and with a view to raising the standards for admission  
and that it make efforts to maintain the efficiency of member stations be  
admitted." Motion passed with 2 abstentions.

It was brought out that in the Executive Committee meeting, the question  
of establishing an advertising campaign was discussed. An award plan was  
suggested. Mr. Abraham proposed that an award plan be established to  
immediately whereby any member who in the Executive Committee or employed

our national representative will be eligible to receive awards for national advertising obtained through their efforts or suggestions. An awards committee composed of executives was also proposed. A discussion was held on points of eligibility such as Avery-Barnard etc. Suggestion from Columbia that question be submitted to the Executive Committee. Bucknell submitted resolution stating:

The Executive Committee study the question of awards. Cornell suggested that question be resolved by vote now. Columbia suggested that question be tabled. The question was tabled by a vote of 25 yes 2 abstentions.

Thanks were extended to Columbia and WKCR for hospitality and to Mr. Keough as Chairman.

Pennsylvania registered a protest against the 15% to agency on contracts made outside of agency.

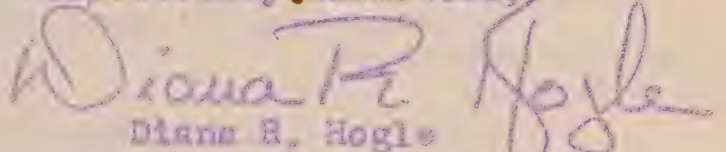
Suggestion that next meeting be held in Chicago. Announcement of an Executive meeting to be held immediately following adjournment.

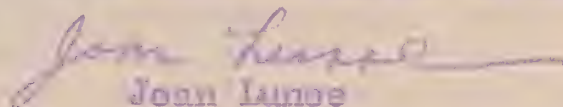
Columbia Thanks delegates and reextended hospitality.

The meeting was adjourned at 3:55 PM Sunday, February 15, 1948

February 17, 1948

Respectfully submitted,

  
Diana R. Hogle  
WKCR Columbia-Barnard

  
Joan Lunce  
WKCR Columbia-Barnard

Recording Secretaries

Two pages follow.

I289.8 - 2/18/48



Report for Fiscal year 1946-47 to Business Manager as requested by  
Delegation (over 12000).

Postage	500
Envelopes-	100
Ditto Envelopes	20
Ditto Fluid	20
Ditto Paper	75
Stationery	40
Offset	100
Office Supplies	100
Telephone & Telegraph	100
Travel	200
Regional Offices	750
Misc.	250
Total	<hr/> 2660

George A Snyder  
 Marvin Carmony  
 Paul Yergin  
 Cullen P. Keough  
 Donald Niemann  
 Warren Simmons  
 David Blakistan  
 Sally Gottfried  
 Robert Wengenroth  
 Leonard Trester  
 David E Engel  
 Bob Lynson  
 James Galloway  
 Conde Walker  
 David Borst  
 Bruce Powers  
 John Webster  
 George Abraham  
 Judy Emil  
 Wm. Lourie  
 Tak Kako  
 Diana Hogle  
 ED Beams  
 Sonja Brown  
 Peter Swanson  
 Richard Kandel  
 David Linton  
 E. Abramson  
 Jane Lewis  
 Jay Levinthal  
 Ulrich, Caro  
 Charles Brookwell  
 John Turvey  
 Dick Parker  
 Anatole Browde  
 Des Chapin  
 Mal Ritter  
 Kyle Steele  
 Leonard Gus  
 Bill Bell  
 Frances L. Nafe  
 Andy Knowlton  
 Peter Gigler  
 Allan Strout  
 Dick Morrel  
 Herb Barlow  
 Joan Lunoe

FA- WONG Olivet Nazarene  
 WONG Olivet Nazarene  
 IBS  
 WKCR Columbia University  
 WPRU Princeton University  
 WPRU Princeton University  
 KSLU St. Lawrence Univ.  
 WVBU Bucknell Univ.  
 WRPI RPI  
 ---- Amhurst  
 WES Wesleyan  
 WLRN Lehigh Univ.  
 WVBU Bucknell Univ.  
 WGTB Georgetown Univ.  
 IBS  
 WRUM U. of Conn. New London  
 WRUM U. of Conn. New London  
 IBS  
 ----Smith College  
 WPRU Princeton Univ.  
 WKCR Columbia  
 WKCR Columbia  
 KSLU St. Lawrence  
 WBRU Brown Univ.  
 Southern Region(WWVP)  
 WKCR Columbia  
  
 WCIT Carnegie Inst. of Tech  
 WCIT Carnegie Inst. of Tech  
 WCIT Carnegie Inst. of Tech  
 IBS  
 WRSU Rutgers Univ.  
 WKCR Columbia  
 WVBR Cornell  
 WVBR Cornell  
 WVBR Cornell  
 WKCR Columbia  
 WKBC Bard College  
 WXPB Pennsylvania  
 WERC Haverford  
 WBNC Bryn Mawr  
 WHFC Haverford  
 WMS Williams College  
 WVBR Cornell  
 WMS Williams  
 IBS  
 WKCR Columbia

- I. Encouraging cooperation among campus radio stations
  1. Holding meetings of member station personnel
  2. Helping stations keep in touch with each other
  3. Establishing regional organizations
- II. Acting as clearing house for information concerning campus radio
  1. Providing information for Members
  2. Providing information for Trial groups
  3. Providing information for colleges interested in starting campus stations
  4. Providing information to the FCC and similar agencies
  5. Providing information to national advertising representatives and potential sponsors
  6. Providing information to the general public, and others
  7. Collecting information needed for A to F above
- III. Acting on behalf of the members collectively
  1. Representing the needs of campus radio to the FCC and similar agencies
  2. Representing the members to music licensing agencies
  3. Representing the members to a national advertising representative
  4. Representing the members to sources of program material
- IV. Establishing standards for the setting up and operating of campus stations
  1. Requiring approval of college administration for acceptance in Trial Status
  2. Requiring acceptable transmission system for admission to Member status
  3. Requiring minimum facilities for admission to Member status
  4. Establishing codes of operation for campus stations and the organizations operating them.

This list is not necessarily complete, and does not indicate the relative amounts of effort or importance attached to the various items. Neither does it indicate the considerable auxiliary detailed work necessary to the achievement of the above aims.





1. Amendments to the Constitution (As proposed by the President and Board of Directors in the Fall of 1957):

Article IV 1) to read "The Governing Council shall consist of one representative elected by a majority vote of the Member stations within each region, to serve a term of one year. Said regions shall be designated in advance in accordance with the By-laws."

Article IV 2) to read "The Governing Council shall meet not less than twice in each academic year, at times and places to be designated by the President or by one-third of the representatives."

Article VIII 1) to have added "... and shall be ratified by a mail vote, by two-thirds of the Member stations."

2. Amendments to the By-laws.

Conduct of Governing Council Meetings

Article 3.b. to be revised to read "Reports from the Executive Committee, and the various departments, in order to be determined by the Chairman of the Governing Council"

Article 10.a.3) to read "representative" instead of "agency"

Conduct of Governing Council Business through the mails

Article 1. instead of "college" read "representative"

instead of "Station Relations Manager" read "Chairman of the Executive Council"

Article 2. instead of "Station Relations Manager" read "Executive Committee".

Articles 3. and 4. instead of "Station Relations Manager" read "Executive Committee".

Miscellaneous By-laws

Article 1. to be repealed

Article 2. instead of "Station Relations Manager" read "Executive Committee".

3. New By-laws

1. The President shall appoint from among the members of the Board of Directors the Regions Committee, which shall designate the boundaries of regions as provided in the By-laws, and review them annually.

2. The Regions Committee shall determine the boundaries of regions in such a way that:

Each Member station is included in a region

Each region contains approximately the same number of Member stations

Reasonable geographical lines are followed

The personnel of Member stations in the region may meet at one place with reasonable convenience.





OUTLINE OF THE PURPOSES AND ACTIVITIES OF THE  
INTERCOLLEGIATE BROADCASTING SYSTEM

- I. Encouraging cooperation among campus radio stations
  - A. Holding meetings of member station personnel
  - B. Helping stations keep in touch with each other
  - C. Establishing regional organizations
- II. Acting as clearing house for information concerning campus radio
  - A. Providing information for Members
  - B. Providing information for Trial groups
  - C. Providing information for colleges interested in starting campus stations
  - D. Providing information to the FCC and similar agencies
  - E. Providing information to national advertising representatives and potential sponsors
  - F. Providing information to the general public, and others
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## INTERCOLLEGIATE BROADCASTING SYSTEM

Motions recommended to Governing Council for enactment Feb. 7, 1948  
January 30, 1948  
P. F. Yergin

### 1. Amendments to the Constitution (as proposed by the President and Board of Directors in the Fall of 1947):

Article IV 1) to read "The Governing Council shall consist of one representative elected by a majority vote of the Member stations within each region, to serve a term of one year. Said regions shall be designated in advance in accordance with the By-laws."

Article IV 2) to read "The Governing Council shall meet not less than twice in each academic year, at times and places to be designated by the President or by one-third of the representatives."

Article VIII 1) to have added "... and shall be ratified by a mail vote, by two-thirds of the Member stations."

### 2. Amendments to the By-laws.

#### Conduct of Governing Council Meetings

Article 8 b to be revised to read "Reports from the Executive Committee, and the various departments, in order to be determined by the Chairman of the Governing Council"

to read

Article 10 a 3 "representative" instead of "agency"

#### Conduct of Governing Council Business through the mails

Article 1 instead of "college" read "representative"  
instead of "Station Relations Manager" read "Chairman of the Executive Committee".

Article 2 instead of "Station Relations Manager" read "Executive Committee".

Articles 3 and 4 instead of "Station Relations Manager" read "Executive Committee".

#### Miscellaneous By-laws

Article 1 to be repealed

Article 2 instead of "Station Relations Manager" read "Executive Committee".

### 3. New By-laws

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2. The Regions Committee shall determine the boundaries of regions in such a way that:

Each Member station is included in a region

Each region contains approximately the same number of Member stations

Reasonable geographical lines are followed

The personnel of Member stations in the region may meet at one place

I 28711/30/48

with reasonable convenience.



3 New By-laws (cont'd)

2 (cont'd)

The boundaries of all regions shall be reviewed once each year, and changes made where necessary, these changes to take effect in July, August, or September.

3. The following new departments are established, in addition to those specified in the Constitution:

- a) Publications
- b) Executive
- c) Operations
- d) Personnel + Placement
- e) ADVERTISING

4. The Executive Committee shall consist of all persons elected by the Governing Council to positions which the Constitution provides shall make the holder thereof a member of the Executive Committee; who have not resigned or become otherwise incapacitated; and whose positions, upon or after expiration of their regular terms of office, or removal from office by the Governing Council, have neither been filled by the Governing Council electing a successor nor been declared vacant by the Governing Council.

5. The Executive Committee may appoint temporary or acting department heads where necessary, but persons so appointed shall not be members of the Executive Committee, and may be removed by the Executive Committee.

6. The Executive Committee may determine the allocation of duties and responsibilities among its members. It may also delegate any of its duties or powers to any of its members, individually, or severally, notwithstanding the provisions of any By-law to the contrary, including this one, except that the Executive Committee shall always retain the power to recall to itself any power delegated.

7. Each Member station shall pay dues of \$35 annually, payable on or before December first of each year.

8. Each Trial group shall pay dues of \$20 on acceptance to Trial status, and on each anniversary of such acceptance, as long as Trial status shall continue.

9. Stations admitted to Member status after September 1 of any year shall pay dues for that year equal to the whole number of months remaining between the date of admission and July 1 of the following year, divided by ten and multiplied by the annual dues rate for Members.

10. Stations which are Members as of March 15, 1948 shall pay, on or before that date, the dues for the academic year 1947-48 in such amount as they would have paid had the dues rate in force on March 15, 1948 been in force on September 1, 1947.

11. Groups in Trial status on March 15, 1948 shall pay dues then and thereafter as though they had been admitted to Trial status on that date.

12. Renewal of the appointment of Avery-Knodel Inc., (formerly Lewis H. Avery, Inc.) as national advertising representative of IBS, for six months, is approved.

In addition, By-laws and actions proposed by the Board of Directors at their meeting on January 9, 1948 should be adopted.

MEMORANDUM FOR THE RECORD

MEMORANDUM

January 30, 1948

To: Member Stations

SUBJECT: Governing council Meeting, Feb 7-8

The governing council meeting will be held on Saturday and Sunday, February 7 and 8 as previously announced at Columbia University, New York.

Registration will take place in the WKC B studios in Hamilton Annex beginning at 9 A.M., Saturday, February 7. The first session will convene at 10 A.M. A detailed agenda has not yet been drawn up but it will include the items mentioned in the Washington Office memorandum of January 14. Sessions will be held Saturday and Sunday morning and afternoons. There will be no Saturday night session. Luncheons will be arranged for both days. In order to make the preliminary arrangements, it will be necessary for us to have an estimate of the number of people attending. Therefore, please fill out the attached form below and return to the NYC immediately.





Report  
of the  
Business Manager  
to the  
Governing Council Meeting  
of  
February 7, 1948

I. Finances

A. Money we owe.

Unfortunately the activities of the Business Manager in carrying on the work of the New York office, redistributing IBS physically and financially, and sending off pressing creditors, in addition to his personal political employment and studies at Columbia University have prevented the compiling of a complete and proper financial statement. Therefore, the figures presented herein are only approximate, unless otherwise indicated.

Liabilities:

Notes Payable (exact).....	\$ 2000.00
Advertising Payable to stations.....	6200.00
Accounts payable, current expenses.....	1200.00
Salaries Payable (exact).....	4320.10

Total.....\$13720.10

Explanation: Notes Payable represents money loaned to IBS in 1946 to keep it from folding up then. The notes are demand notes.

Advertising payable to stations represents money collected by IBS for advertising carried on various stations during 1946-47, and withheld from the stations by authority of the Governing Council. This money was to be credited to dues to be assessed on the stations, and overpayments refunded to the stations and underpayments collected from the stations. The dues were never assessed, so the redistribution on an "equitable basis" could not be carried out. It is doubtful whether it could have been carried out anyway, as it is probable that few stations would have agreed to pay more money. A statement of this account is attached to the report.

Accounts payable current expenses represents money spent largely during August, September, October, November, and December of 1947 for operating IBS. Our debts are in the form of bills which our creditors (e.g. the telephone company, our printer, etc.) reasonably expected to be paid within a month after receipt. They have so far been very tolerant of our extended default, but will not be tolerant much longer.

Salaries payable represents money we owe to former employees who were not paid for work they did, and who worked in anticipation of IBS having enough money to pay them some time in the not too distant future.

B. Money we have.

Assets:

Office equipment and furniture.....	\$1000.00
Bank account.....	200.00
Accounts receivable.....	100.00

Total.....\$1300.00





C. Money we can get.

The only immediate apparent source of income is dues from Member and Trial stations. (See discussion of advertising below).

Since there are now nearly 100 stations altogether, dues of about \$25 per year each would bring in about \$2500 per year. This is probably enough to maintain IBS, although it is not yet clear at just what level of activity. Immediate collection of dues at this rate would provide us with enough money to pay off the most pressing debts and keep going.

D. The future.

The immediate assessment and collection of dues will very likely result in a number of stations withdrawing from IBS. We have, I hope, long since given up the idea that every campus station in the country must belong to IBS. There are already several that do not. Frankly, the cold cruel fact is that we cannot afford to keep on our rolls any station that doesn't contribute its share for the support of IBS.

Although we shall undoubtedly experience an immediate drop in membership, it will probably be partly compensated in the future by a gradual return of some of those leaving, as well as a continuous increase in the membership which has been going on all along. This rate of increase will certainly be lower than at present, but should continue for quite a long time.

II Dues

II Dues Recommendations

- A. Member stations
- A. Member stations

Member stations shall pay dues of \$35 annually, payable on or before December 1 of each year.

Dues for the academic year 1947-48 shall be paid on or before March 15, 1948.

Stations reaching Member status after October 1 of any year and before June 1 shall have their dues pro-rated on an eight-month basis between those two dates. Stations reaching Member status after June 1 and before October 1 shall pay dues at the regular time for payment.

B. Trial stations

1. Regular routine:

Trial stations shall pay dues of \$20.00 on acceptance into IBS, and \$20.00 on each anniversary of acceptance as long as Trial status is maintained.

Trial stations becoming Members shall have the dues paid in Trial status credited to Member dues, after pro-rating according to the number of months between payment of Trial status dues and acceptance for Membership, plus a credit decreasing in proportion as the number of months in Trial status increases. The purpose of this is to encourage early application for Member status.

2. Procedure for present Trial stations:

Present Trial stations shall pay dues on March 15, 1948 and yearly thereafter as long as Trial status continues.

Discussion: Trial stations joined with the explicit understanding that it involved no financial obligation on their part. Therefore, dues assessed on them should be for future periods, never past ones. Further, they should be considered quite free to withdraw in advance of the due date of assessments.

Member stations, upon joining, accept a responsibility to support the System, hence they may reasonably be expected to pay dues for





periods now past during which they were Members and during which no dues were collected. Therefore, the dues collected immediately should be considered to be for the academic year 1947-48. Dues would again be collected on Dec. 1, 1948.

### III Advertising

#### A. Representation.

We have renewed our representation agreement with Avery-Knodel Inc. (formerly Lewis B. Avery, Inc.) for six months. It is requested that the Governing Council approve this renewal.

Avery-Knodel was reluctant to renew, considering the lack of results over the past year. However, we felt that we are not in a position to educate a new representative right now. We have given and are giving consideration to the possibility of changing representatives at some appropriate future date.

#### B. Promotion.

Advertising selling is done not only by the representative, but also by the station. The actual contact with the sponsor or advertising agency is done by the representative, at least until the account is fairly well "softened up". However, to back him up he needs information in detail from the stations, as well as direct promotion by the stations to the advertisers. IBS is not at present able to do these things properly. The only solution is for the station staffs to put in as much time on national advertising as many of the put in on local advertising. This work will of course have to be coordinated by IBS and done with the knowledge and advice of our representatives.

#### C. Seriousness

One of the most important obstacles in the way of selling national advertising is the feeling, largely justified, on the part of sponsors that the stations do not take their responsibility to the advertiser seriously, and that as a result the advertiser has no assurance that he is getting what he is paying for.

The facts are just about that way. The stations do not take their responsibility seriously, with a few exceptions. Therefore, the future policy of IBS, dictated by practical necessity as well as reason, is that no effort will be made to sell advertising on stations which do not take an active interest in providing information needed. In this way we will be able to eliminate from consideration those stations which will probably give the others a black eye in the mind of the sponsor. It may seriously reduce the number of stations available in the IBS "package" offered to sponsors, but any other course seems foolish.





#### IV Program department

Although program matters are not in the purview of the Business manager, lack of a Program Manager has recently compelled him to give attention to certain aspects of that department. Requests are continually made to IBS by Member and Trial stations for advice and assistance on program matters. We are not at present able to help them. It is this activity which is IBS potentially the most valuable to Member stations of longest standing in IBS. There is a great deal which can be done, if someone can be found to do it. This is not a remote thing. Many excellent free transcribed programs are available for the asking, but we have no one to do the asking. Also, many free popular records can be obtained by stations, if they were told how to go about getting them, but we have no one to find out and tell them. Many scripts, both from within and without IBS are available if we had someone to collect them and distribute them. A large job needs doing. A good deal of it can be farmed out, if someone can be found to supervise it.

#### V New York office

The New York office was moved, after delays caused by the weather, from 507 Fifth Ave, New York 17, N.Y. to WCH, Hamilton Annex, Columbia University, New York 27, N.Y. The space WCH has generously allotted us out of their own overcrowded quarters is small, but enough to work in. Our problem is not space but personnel. Mountains of material unfiled for months remain to be sorted and put away.

#### VI Regional organization

In addition to the regional organization of the legislative branch of IBS, it is intended that a good deal of the executive branch be so reorganized. Specific proposals for doing this have been made by Anatole Brode, New York State representative.

The proposed regional organization can probably be financed by the dues collected by IBS, but only to about the same extent that the national offices are financed, that is postage and stationery can be paid for, but not much else. Extensive traveling and long-distance telephoning cannot be included. Expenditures will of course have to be carefully supervised by the IBS business department.



INTERCOLLEGIATE BROADCASTING SYSTEM

Minutes of the Board of Directors Meeting  
January 9, 1948

PLACE: Men's Faculty Club, Columbia University, FILE: 136.2  
New York City.

TIME: 6:30 P.M., January 9, 1948.

PRESENT:

Russell Potter, PhD., President  
Guy della Cioppa, Treasurer  
John Scheurer for Roger Clipp, Vice-President  
George Abraham, Chairman, Executive Committee  
David Linton  
Paul Yergin, Business Manager  
David Borst, Technical Manager (for consultation,  
Executive Committee only)

NOT PRESENT:

Miss Judith Waller, Secretary  
R. R. Lowdermilk, PhD.  
Morris Novik  
Robert B. Hudson

Dr. Potter called the meeting to order and requested that, in the absence of Miss Waller, the undersigned keep the minutes.

Before the meeting, all present had received copies of the Executive Committee's memorandum of January 2, 1948 to the Board of Directors, which reviewed the important events leading up to the January 9 meeting.

Discussion opened with a presentation by Paul Yergin of the financial status of the Intercollegiate Broadcasting System as given in the following documents:

Statement of Income and Expenses for the Calendar  
Year 1946 IBS Form B164 dated 2/11/47.

Balance Sheet, January 1, 1947  
IBS Form B163 dated 2/11/47.





Statement of Income and Expenses for Half Year from  
1/1/47 to 6/30/47 IBS Form B176 dated 1/6/48.

Trial Balance Sheet, July 1, 1947  
IBS Form B175 dated 1/6/48.

Since the operating expenses of the Intercollegiate Broadcasting System for the second half of 1947 were approximately the same as for the first half, it was estimated by Mr. Yergin that at the end of 1947 the System had a total liability of \$15,143.25 and assets of \$1350.00, which consisted mostly of office equipment and some radio parts purchased for future sale to member stations; the cash in the bank being only \$100.00. Time did not permit compiling an accurate trial balance for the calendar year of 1947 in time for the Board of Directors meeting, but it was felt that this estimate was accurate enough for the purpose of the discussion.

Paul continued his report by stating that for the past two years operating expenses of IBS had been approximately \$9000.00 a year. By not paying any salaries and rent and by reducing printing, telephone, and other expenses considerably, he estimated that the yearly cost of operating the System could be kept within the range of \$2500.00 to \$4000.00 a year. It was Mr. Yergin's opinion that a figure in this range represents the minimum which must be spent if the Intercollegiate Broadcasting System is to continue to be effective at all.

Paul proposed that all full Member and Trial groups in the System be assessed uniform dues at once, these dues to pay for the minimum operating expenses of the System. Thus, if the Members paid yearly dues in the range of \$25.00 to \$40.00 each (the exact amount to be determined by the Governing Council) and the Trial groups paid a similar amount, not less than \$25.00 a year, some amount between \$2500.00 and \$4000.00 could be obtained and this income would pay for operating the System for the academic year of 1947-1948. So far this year, expenses amounting to approximately \$1100.00 have been incurred, which must be paid within a month or two in order for the System to be able to continue to do business in New York City. The other, larger, amounts owed by the Intercollegiate Broadcasting System are in the form of back salaries and notes and, fortunately, these sums are owed to friends of the System and so greater time before repayment can be requested and obtained.

An additional large sum of money is owed by the System to the various Member stations in the form of adver-





tising revenue which was withheld under an emergency assessment plan in order to keep the organization running. It was originally intended that this emergency assessment plan become part of a comprehensive dues assessment plan for the year 1946-1947, but since it was not possible to obtain a quorum of Representatives at the Governing Council meetings held in Philadelphia and Cambridge in April of 1947, the details of this dues assessment plan were not enacted and so there is, at this time, no way of computing the dues owed by the Member stations to the Intercollegiate Broadcasting System.

After Paul Yergin's report, Dr. Potter read "A Report on the Meeting of Regional Representatives, Chicago, December 27, 1947", a copy of which had been sent to him, but not to the others present, by Anatole Browde of Member Station WVBR, Cornell.

After considerable discussion of the report rendered by Paul Yergin and the report on the Chicago meeting, the Board of Directors, with the full agreement of the Executive Committee (all members of which were present), passed the following resolutions which the Board requested be submitted to the Member groups in advance of the Governing Council meeting so that they could be acted upon at the meeting:

#### Resolution #1

The Board of Directors resolves that in accordance with recommendation 5.b. contained in "A Report on the Meeting of Regional Representatives, Chicago, December 27, 1947" all stations in the Intercollegiate Broadcasting System cancel debts owed to them by the Intercollegiate Broadcasting System as of August 1, 1947 and, in turn, the Intercollegiate Broadcasting System shall cancel dues assessments for the academic year of 1946-1947 which would normally be levied on Member stations. Monies other than dues owed the Intercollegiate Broadcasting System by the Member stations shall still be payable. It is further resolved that all other debts of the Intercollegiate Broadcasting System shall be accepted at their face value and every effort be made to pay them as soon as possible (it being impossible to state a definite time for completing these payments at this time).

#### Resolution #2

The Board of Directors resolves that the Trial Balance Sheet for July 1, 1947 as given on IRS Form B175 dated January 6, 1948, be accepted as it stands, except as modified by Resolution #1.





### Resolution #3

The Board of Directors resolves that in paying the debts owed by the Intercollegiate Broadcasting System which remain after acceptance of the first resolution, back salaries be paid off completely before payments are made on notes outstanding, and back salary payments be made only after current operating expenses have been paid for and a small fund for contingencies has been set aside.

### Resolution #4

The Board of Directors resolves that dues for the academic year of 1947-1948 as voted by the Governing Council in their next meeting shall be payable December 1, 1947, and that in the future years dues shall be similarly due on December 1.

### Resolution #5

The Board of Directors resolves that vigorous efforts shall be made to aid our representatives in seeking national advertising and that for the moment emphasis shall be given to programs and commercials which will have the greatest chance of selling and thus result in an increase in the income of the Intercollegiate Broadcasting System.

### Resolution #6

The Board of Directors resolves that for the time being 70 percent of net national advertising receipts (after the commissions for the agency and representatives have been deducted) accruing to Member stations be turned over to the Intercollegiate Broadcasting System to help pay off indebtedness, but that this percentage be subject to future review, at which time lower percentages will be established to be applicable to advertising revenue in excess of total amounts to be decided at that time.

### Resolution #7

The Board of Directors resolves that the proposals concerning Executive reorganization contained in Dr. Potter's report which was distributed to Member stations in the fall of 1947 be tabled until further consideration can be given these proposals. The legislative proposals made in this same report are still recommended by the Board of Directors and should be enacted upon by the Governing Council.





### Resolution #8

The Board of Directors resolves that, in view of the lack of specific responsibilities and duties laid down in the Constitution, it will gladly remain in office to assist the Intercollegiate Broadcasting System in any way it can, but in an advisory capacity only; that this resolution be brought to the attention of the Governing Council at its next meeting with a view to stimulating revision of the Constitution.

### Resolution #9

The Board of Directors resolves that all continuing business operations, including disbursements of funds and all other such necessary actions, remain, as they have, in the hands of the Executive Committee.

In addition to the above resolutions, the Board of Directors approved the reduced schedule of advertising rates proposed by Paul Yorgin in his January 3, 1948 Memorandum to Managers of All Member Stations which, based on rates for a one-hour program, are as follows:

Class A	Class B	Class C	Class D
(over 5000 students)	(2500 to 5000)	(1000 to 2500)	(under 1000)
Reduced from \$50 to \$30	from \$40 to \$25	from \$30 to \$20	from \$20 to \$15

The Board of Directors also passed the following motion:

The Board of Directors moves appreciation of the report of the Chicago meeting, and recommends that it be thoroughly reviewed by the Executive Committee and that the salient points be brought to the attention of the Governing Council.

Guy della Cioppa pointed out that the number of persons on the Executive Committee could be changed at will by the Governing Council under the present wording of the Constitution, and suggested that new posts be established, either for members at large or for additional members with specific operating responsibilities, and that some of these be undergraduates who, in this way, could have a stronger voice in the operation of the System when the Governing Council was not in session.

Considerable discussion of new means for the support of the Intercollegiate Broadcasting System ensued, but the result of this discussion indicated that none of the suggestions was feasible within the framework of the present organization. Thus, the National Association of Educational Broadcasters would find little in common with the Intercollegiate





Broadcasting System as it is presently organized, and furthermore, the NAEB has a very small budget. Foundation support, it was felt, would require a number of organizational changes in the Intercollegiate Broadcasting System since, in general, foundations wish their monies to be handled by faculty members and not by students, as would be the case at many schools if foundation support was obtained for campus radio stations. The best suggestion seemed to be to try to find new approaches to the national advertising problem. George Abraham reported on some contacts with the U. S. Army enlistment authorities which appear optimistic. A discussion of the radio work contemplated by UNESCO, United Nations Educational, Social, and Cultural Organization, indicated that very limited, if any, funds could be made available from this source.

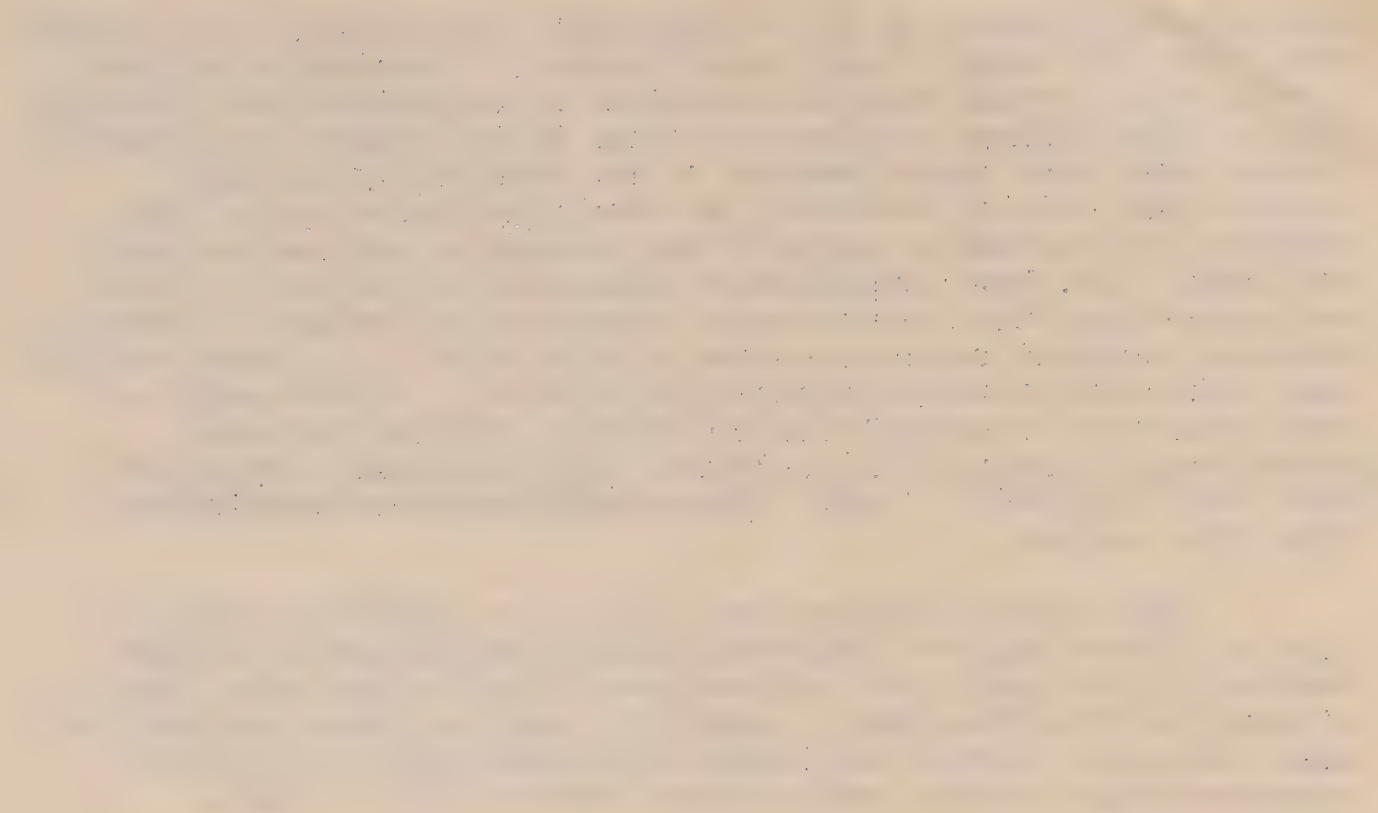
The Board of Directors agreed to consider the problem of financing the Intercollegiate Broadcasting System further, principally in connection with finding some form of support from the radio industry, but the Board emphasized that all such sources of income are something in the very unpredictable future, and may not materialize at all.

The meeting adjourned at approximately 10:15 P.M.

Respectfully submitted,

David W. Borst,  
Technical Manager,  
Executive Committee

January 26, 1948



THE UNIVERSITY OF CHICAGO

LIBRARY

1954

1954

1954

was presided over by Tak Kake. Minutes of the previous meeting having been adopted.

Chairman - George Abraham: discussed the colleges he had visited in his current trips, call letter assignments being made by the FCC, the possibility of NAB membership for IBS, and the check with the Internal Revenue department on the tax on phone lines.

Business Manager - David Linton (Acting): IBS spent \$1180 since last meeting of the Governing Council; most salaries are still on the books, but some partial salaries have been paid; IBS' liabilities are greater than its assets.

Station Relations Manager - Sonia-Jane Brown: reported on new members in the System, and the anniversary celebration at WBRU.

Program Manager - David Linton: IBS executives are learning much about radio; non-member campuses are being checked by the FCC; overwork of the IBS staff is hurting service to the members; our organization is poor in many ways; we are not good enough to warrant great sales of advertising, though we can be; many facts we must know to convince advertisers - actual listening figures, promotion of programs, overall schedules; it is hard to find out facts about stations - often we must get information for our representative in a hurry. He requested appointment of Kettell-Carter as regional representatives, and to have the Board of Directors study the organizational set-up of IBS.

Technical Manager - David Borst: reported on the activities of the Technical Department, technical publications, and plans for future activities.

Discussion pertaining to these reports followed, and the following legislation was enacted:

1. Resolved that the Board of Directors of the Intercollegiate Broadcasting System be requested to appoint a sub-committee to study and recommend changes in the executive organization of the Intercollegiate Broadcasting System and to report these changes and recommendations to the IBS Governing Council at the next meeting. (passed).
2. Resolved that Article IV, Section 2 of the Constitution be amended as follows: the word "May" shall be deleted and the word "April" shall be inserted in its place. (Passed - final action to take place in April meeting).
3. Resolved that the Governing Council of the Intercollegiate Broadcasting System hold a meeting in April, 1947. (Passed).
4. Resolved that the question of joining the National Association of Broadcasters be referred to the Board of Directors of IBS, and that if the Board of Directors report favorably on joining the NAB, that the Executive Committee be empowered to take whatever steps necessary to join the NAB. (Passed).
5. Resolved that a committee of representative of the New England stations meet with representatives of Kettell-Carter and the IBS national office to consider the question of New England regional representation. This committee shall have the power to approve on behalf of the Governing Council the signing of a regional representation contract. (Passed).
6. Resolved that Kettell-Carter be appointed by the Governing Council of IBS as their representative for national advertising originating in the New England area. (Passed)
7. Resolved that all stations shall abide by the standard conditions of the National Association of Broadcasters as of December 1946. (Tabled for April meeting.)
8. Resolved that Article 6 of the Business Code be deleted. (Passed).



9. Resolved that all advertising rates shall be published and that there shall be no reduced rates or rebates. (Tabled until April meeting).

Discussion and legislation on reports having been completed, elections of members of the Executive committee were held. The following were elected:

Chairman - George Abraham

Technical Manager - David Borst

Business Manager - Paul Yergin

Program Manager - David Linton

Station Relations Manager - Sonia-Jane Brown

The meeting was then adjourned.

1. The station will not accept any advertising program which is not in accordance with the station's policy and the FCC regulations.

#### AFFIDAVITS

Affidavits of performance are required by most advertisers. They are signed statements made before a notary public, of the number of broadcasts made. On national accounts, one affidavit is made out for each account each month. The affidavits are filled out according to our (and the agency's) records and are mailed immediately after the last broadcast in each calendar month.

They are to be checked against your station log and, if correct, signed and notarized and returned to this office at once. Bills can not be submitted to the client until all affidavits are returned. Your affidavits should be mailed so as to reach here not later than the fifth of the month.

If the affidavit does not check with your records, communicate with this office immediately.

#### BILLING

When all affidavits are returned the client is billed from here. Checks and statements are mailed to stations after payment is received, or about the 20th of the calendar month following the month of broadcast.

#### QUESTIONS

All questions concerning the handling of national accounts should be referred to the New York Office with speed. When there is any uncertainty, you should check rather than run the risk of making a mistake.

Intercollegiate Broadcasting System  
WKCR Hamilton Annex  
Columbia University  
New York 27, N.Y.

B 1722 2/20/48

order which has not earned sufficient business. The broadcast should be cancelled. Some errors in the handling of other accounts, this is a matter of course. It is on national orders should be required reading for all staff members involved in all phase of your operations.

#### AVAILABILITIES

When an account decides to buy time on any station, the first thing to know is what times (and/or programs) are available for sale. We endeavor to keep up-to-date program schedules on all stations in this office, but we don't always succeed. It is even more difficult to keep records of what spots are available, so stations receive, from time to time, requests for information on availabilities. Answers are usually required quickly.

#### ADJACENCIES

Accounts considering spot announcements usually want to know not only the times available but also the names and types of the preceeding and following programs (so that they can decide on the suitability of the offered time for their product). This information is called "adjacencies."

#### OPTIONS

Occasionally you may be asked to hold a certain period of time (i.e., not to sell it locally, or sell it to another advertiser, or to hold it for a certain period of time) from an advertiser for its purchase. If approval is not obtained, options will be cancelled as early as possible. Optioned time should be programmed with regular sustaining programs, or with programs which can easily be moved to a different time.

#### ORDERS

Where speed is a factor, accounts may begin on "verbal order" before written orders are received. If the order is not received by the requested starting date, you should wire or phone for instructions.

Time orders are made on a standard form, used throughout the broadcasting industry. The conditions which govern these orders are printed on the back of the blank. You will receive two copies of each order. The red one is to be signed by an authorized officer of your station and returned immediately to New York. It contains the conditions of the order and the conditions printed on the back.

The information given on the face of the order regarding broadcast dates, times, and programs is to be considered authoritative. No changes are required for any deviation from the order.

#### CHANGING THE TIME OF A BROADCAST

The time of a sponsored broadcast (or spot) may be changed only with the authorization in advance of the advertiser or his agency. Requests for changes should be made to the New York office, where they will be taken up with the account. Only when the station has been notified of permission granted will the change be recognized. Otherwise the program is regarded as canceled, and the account cannot be expected to pay for it.

#### CANCELLED BROADCASTS

If a broadcast is cancelled for some unavoidable and unpredictable reason (transmitter failure or an important news event) this office should be notified by wire or phone immediately. We will then try to get permission from the account to move up the broadcast at another time. If no suitable time is arranged, the account does not pay for the missed broadcast.



UNIVERSITY OF CALIFORNIA

Receipt of Receipt of Dues

College \_\_\_\_\_

Name of Group (or Bill Number) \_\_\_\_\_

Status dues received \_\_\_\_\_ for period

from \_\_\_\_\_ to \_\_\_\_\_

or for academic year \_\_\_\_\_

College \_\_\_\_\_

SIGNED: \_\_\_\_\_  
(Signature)





**INTERCOLLEGIATE  
BROADCASTING  
SYSTEM**

Middle Atlantic Regional Office  
630 Hartley, Columbia Univ., N.Y. 27

507 FIFTH AVENUE, NEW YORK 17, N.Y. MUrray Hill 2-8288

February 28, 1948

Mr. Andrew Knowlton  
Station WHRC  
Haverford College.  
Haverford, Pennsylvania

Dear Andy:

Pressure of school work has unfortunately kept me from answering your letter of January 16, any sooner.

In that letter you pointed out that a station in Hickory, North Carolina is now in operation using the call letters WHRC. According to the records I have in New York, the following stations are now broadcasting in that city:

WHKY (ABC) Catawaba Valley Broadcasting Co.  
Radio Bldg., Hickory, N. C.

WIRC Foothills Broadcasting Company  
1423 Eleventh Ave., Hickory, N.C.

The call letters in North Carolina most like yours are the ones used by the Mutual outlet, WHNC, at Henderson.

Since there is a possibility that the station you referred to is not listed in my files, I am forwarding your letter to George Abraham of our Washington office who will check with the records of the Federal Communications Commission.

Your call letters are registered with the F.C.C. and should not be interfered with by any other station. Please keep me informed of further information you may receive on this matter.

Yours truly,

*Ed Kelty*

Edward J. Kelty  
Mid. At. Reg. dir.

Board of Directors

President: RUSSELL POTTER, PhD. Director, Institute of Arts and Sciences, Columbia University, New York.  
Vice-President: ROGER CLIPP General Manager, Station WFIL, Philadelphia.  
Secretary: JUDITH WALLER Director, Public Service Department, National Broadcasting Company, Chicago.  
Treasurer: GUY DELLA CIOPPA Assistant to Chairman of the Board, Columbia Broadcasting System, New York.

Directors: R. R. LOWDERMILK PhD. Educational Radio Specialist, United States Office of Education, Washington, D. C.  
MORRIS NOVIK Public Service Radio Consultant; Executive Secretary, National Association of Educational Broadcasters, New York.  
ROBERT B. HUDSON Director of Education, Columbia Broadcasting System, New York.  
GEORGE ABRAHAM, Executive Chairman DAVID BORST, Technical Mgr. DAVID LINTON, Program Mgr.







## INTERCOLLEGIATE BROADCASTING SYSTEM

### MEMORANDUM

TO: Kenneth R. Blum, Haverford

Date: 3/4/48

FROM: Paul F. Yergin, NYO

In reply to your letter of March 3, 1948, I am not able to send you right now a list of the new officers of IBS and a copy of the minutes of the Governing Council meeting of Feb. 14, 15, 1948, since the minutes are now in the process of being duplicated and mailed. They constitute a considerable clerical job, and hence have taken quite a while to get out. You should by now have a newsletter summarizing the actions taken at the meeting, which will include a list of officers.

Thank you for the list of the officers of WHRC. Our records will be changed accordingly.

I am sorry that, due to clerical delays, the bill for dues reached you before the information about the Governing Council meeting, which would have explained the dues assessment.

I am sorry to hear that WHRC will have to withdraw from IBS rather than pay the dues assessed by the Governing Council. I do not think you would be so unrealistic to suppose that IBS can be operated without any funds. Since it is an association of campus stations, it is obvious that the stations must make provision for the funds to support it. The majority of the stations having approved the dues assessment as the proper way to support IBS, that is the system now in force. I presume you have a copy of the IBS constitution, which provides for the assessment of dues on Member stations. It would have been wise to have considered this question long ago, in view of the apparent adamant attitude of the Student Council.

If there is any information that I or anyone else in IBS or any of its other Member stations can provide which might help you to persuade the Student Council of the reasonableness of paying dues to support IBS, we will be very glad to help. It may be that the Council has not been fully informed of the nature and purposes of IBS.

If it should unfortunately come about that WHRC will be forced to resign from IBS because of the dues assessment, will you please let us know as soon as possible, that we may know where we stand in our relations with your station. We are not anxious to lose any group from Membership in IBS, but you can readily realize the impossibility of continuing a station in Membership unless it pays dues.

cc:





MARCH 8, 1948

NOTE: Date with name of each station is latest date for which availabilities may be valid. New availabilities will be issued when necessary.

NOTE: In general, 30 word announcements may be sold at times available for one-minute announcements also.

NABP University of Alabama

May 28, 1948

30 wds: 7:45pm M-F  
8:00pm M-F  
8:15pm M-F  
8:45pm M-F  
9:00pm M-F

1 min.: 6:30pm M-F  
7:15pm M-F  
9:30pm M-F  
10:00pm M-F

NKBC Bard College

not on the air until about March 15, 1948

KIYS Baylor University

30 wds: 7:30pm M-F 7:00am M-F  
8:15pm M-F 7:45am M-F  
9:30pm M-Th  
10:00pm M-F

KBYU Brigham Young University

May 22, 1948

30 wds: 6:15pm Tu, W, F 7:30pm Tu  
6:45pm Tu-Th 7:45pm M  
7:00pm M 8:00pm M-Th  
7:15pm M, F

1 min: 6:30pm M-F 7:45pm Tu  
6:45pm F  
7:00pm Tu-F  
7:30pm M, W, F

NVBU Bucknell University

May 17, 1948

30 wds: 8:00pm M-F

1 min: 7:15pm M-F 9:30pm M-F  
7:30pm M-F 10:00pm M-F  
8:30pm M-F 10:30pm M-F  
9:00pm M-F

WKCR Columbia University

June 27, 1948

1 min: 7:30pm Tu, W 9:30pm M-F  
7:45pm M, W, Th, F 9:45pm Tu, W  
8:15pm M, F 10:00pm M-F  
8:30pm M, W, F 10:30pm M-F  
8:45pm Th 12:00pm M-F  
9:00pm M-F 1:00am M-F

URUM University of Connecticut, Fort Trumbull Branch

May 21, 1948

30 wds: 8:15pm M 9:30pm M-Th  
8:30pm W 10:15pm Tu, Th

1 min: 8:15pm Th 10:45pm M, W  
9:00pm M

Other times on request

June 27, 1948

1 min: 7:15pm M-F	8:30pm M-F
7:30pm M-F	8:45pm M-F
7:45pm M-F	9:00pm M-F
8:00pm M-F	9:15pm M-F
8:15pm M-F	9:45pm M-F

WUS University of Connecticut (Storrs)

1 min: 7:15am M-F	6:45pm M-Th
7:45am M-F	7:15pm M-F
8:00am M-F	7:30pm M-W, F
8:15am M-F	7:45pm M
8:30am M-F	8:00pm M, W-F
8:45am M-F	8:15pm M
4:30pm M-F	8:30pm M-F
5:00pm M-F	9:00pm M-F
5:30pm M-F	9:30pm M, Tu
6:00pm M-F	9:55pm M-Th
6:15pm M-F	10:00pm M-F
6:30pm Tu, Th	

WVBR Cornell University

30 wds: 7:00pm M-F  
7:15 pm M-F  
7:30pm Tu-Th  
8:30pm M-F  
9:00pm M-F  
11:15pm M-F

June 27, 1948

30 wds: 7:45pm Th 9:15pm M-F  
8:00pm M, W-F 9:30pm M-F  
8:15pm M 9:45pm M-F  
8:30pm F 10:00pm M-F

WERC Haverford College

March 28, 1948

1 min: 7:00pm M-F	8:55pm M-F
7:15pm M-F	9:00pm M-F
7:30pm M-F	9:15pm M-F
7:45pm M-F	9:30pm M-F
8:00pm M-F	10:00pm M-F
8:15pm M-F	10:30pm M-F
7:00pm M-F	11:00pm M-F
7:15pm M-F	12:00pm M-F
7:30pm M-F	12:05am M-F

KUOI University of Idaho

June 4, 1948

4:15pm M, W, F  
5:15pm M-F  
6:45pm Tu, Th  
7:15pm Tu-F  
7:45pm W, F

1 min: 7:00pm M, W	7:00pm M-F
7:30pm M-F	7:30pm M-F
8:00pm M, Th	8:00pm M-F
8:30pm M-F	8:30pm M-F
9:00pm M-F	11:00pm M-F
9:30pm M-F	11:30pm M-F
10:00pm M-F	12:00pm M-F
10:30pm M-F	12:30pm M-F
11:00pm M-F	12:00pm M-F
11:30pm M-F	11:55pm M-F

St. Lawrence College

May 22, 1948

1 min:	7:00pm M-F	8:30pm M-F
	7:15pm M-F	9:00pm M-F
	8:15pm M-F	10:00pm M-F

WMNC MacMurray College for Women

May 23, 1948

1 min:	5:00pm M-F	7:30pm M-F
	5:15pm M-F	7:45pm M-F
	5:30pm M-F	8:00pm M-F
	5:45pm M-F	8:15pm M-F

WMNC Mary Washington College

May 21, 1948

1 min:	8:15am M-F	4:00pm M-F
	8:30pm M-F	4:15pm M-F
	8:45pm M-F	4:30pm M-F
	8:55pm Tu, W	4:45pm M-F

WVWP North Carolina State College

June, 1948

30 wds:	7:15pm M-F	9:00pm M, Th, F	1 min:	8:10pm M-F
	7:45pm M-F	11:15pm M-F		8:15pm M-F
	8:45pm Th, F			9:00pm W

WONG Olivet Nazarene College

May, 1948

30 wds:	9:00pm M-Th	1 min:	8:45pm M-Th	10:00pm F
	10:00pm M-Th		8:00pm F	10:15pm M-Th
	10:30pm F		9:15pm M-Th	10:30pm M-Th
	10:45pm F		9:30pm M-Th	10:45pm M-Th
			9:45pm M-W	11:00pm M-F

KAEQ College of the Pacific

June 11, 1948

30 wds:	7:45am M-F	8:15pm M-Th	1 min:	8:15am M-F
	8:45am M-F	8:15pm M-Th		8:30am M-F
	9:00am M-F	8:30pm M-Th, Su		9:30pm M
	7:15pm Su	8:45pm M-Th, Su		
	7:30pm Su	9:00pm M, F		
	7:45pm Tu	9:15pm M, W		
	8:00pm M-Th	9:30pm Tu-Th		
		9:45pm Tu-Th		

WXPM University of Pennsylvania

June, 1948

30 wds:	7:30pm Tu-Th	8:45pm Tu, Th	1 min:	7:30pm M, F	8:30pm F
	7:45pm M, Th	9:00pm M, Tu		7:45pm M, F	9:00pm M, F
	8:00pm M-Th	9:30pm M, Tu		8:00pm F	10:00pm M, Th
	8:15pm Th	10:00pm M, Tu		8:15pm F	11:00pm M-F
	8:30pm M, Tu, Th				



30 wds: 7:30pm M-F

11:00pm M-F

ASLU St. Lawrence University

March 31, 1948

30 wds: 7:45pm M-F

1 min: 10:45pm M-F

Other times on request

USC University of South Carolina

30 wds: 7:00pm M-F 8:30pm M-Th  
7:15pm M 8:45pm M  
7:30pm Tu, Th 9:05pm M-F  
7:45pm M, W, F 9:30pm M-F  
8:00pm M-F 10:00pm M-F

1 min: 9:00pm M-F

WVC Stephens College

May 15, 1948

30 wds: 7:15pm M-F 9:00pm M-F  
8:00pm M-F 9:15pm M, F  
8:15pm M-F 9:30pm Tu, Th  
8:30pm M-F 9:45pm Tu  
8:45pm M-F 10:00pm M-F

1 min: 3:30pm F 9:45pm F  
5:45pm F 10:00pm F  
9:00pm F 10:30pm M-F  
7:15pm M-F 10:45pm M-F  
9:30pm F

ASAC Swarthmore College

May 31, 1948

1 min: 7:30pm M-Th 8:15pm M-Th  
7:45pm M, Th 9:30pm M  
8:00pm M, Th 10:00pm M-Th

WVOT Texas College of Mines

30 wds: 6:00am M-Sa 7:45am Sa 1:30pm M-Sa 6:00pm M-Sa  
6:15am M-Sa 8:00am M-Sa 1:45pm M-Sa 6:15pm M-Sa  
6:30am M-Sa 12:00pm M-Sa 2:00pm M-Sa 6:30pm M-Sa  
6:45am M-Sa 12:15pm M-Sa 12:45pm Sa 6:45pm M-Sa  
7:00am M-Sa 12:30pm M-Sa 5:00pm M-Sa 7:00pm M-Sa  
7:15am Sa 1:00pm M-Sa 5:15pm M-Sa  
7:30am Sa 1:15pm M-Sa 5:45pm M-Sa

NRUC Union College

March 22, 1948

30 wds: 9:05pm M-Sa

1 min: 7:15pm M-Sa 9:00pm M-Sa  
8:00pm M-Sa 11:00pm M-Sa

WBS Wellesley College

May 29, 1948

1 min: 7:15pm M-F 8:30pm M-F  
8:05pm M-F 10:00pm M-F

WBS Williams College

May 31, 1948

30 wds: 8:30pm M-F 10:15pm M-F  
9:30pm M 10:30pm M  
10:00pm F 10:45pm Tu

1 min: 9:00pm M-F 10:00pm M, Th  
9:15pm M-F 10:30pm Tu-F  
9:30pm Tu-F 10:45pm M, W, Th  
9:45pm M, Tu, Th, F 11:00pm Tu-F

D 17h.4 3/8/48



# INTERCOLLEGIATE BROADCASTING SYSTEM

## Middle Atlantic Region

Regional Office: Station WRSU  
Rutgers University  
New Brunswick, N. J.

Report: Regional Meeting for the Middle Atlantic Region - March 13 & 14, 1948  
at Princeton University, Princeton, N. J.

To: Executive Committee and Regional Representatives

Present:

( see attached list )

- 1)-- Warren H. Simmons, Station Manager of WPRU, announced the withdrawal of WPRU from IBS and the formation of the IVY Network which is made up of Dartmouth, Harvard, Pennsylvania, Princeton and Yale. He stressed the fact that the withdrawal was caused by financial pressure and not by any lack of interest in the welfare and development of IBS. He pointed out that unlike the large majority of stations in IBS WPRU does not receive any financial support from the university or from the students, and is solely dependent for its existence upon advertising. Princeton, being a small town, is greatly over-advertised because of the presence of close to a dozen publications on campus. This situation means that WPRU must obtain national advertising and must obtain it in the immediate future. Simmons believes that the IVY Network, composed of five established stations, will be financially successful and will prove to businessmen that college radio is a good medium for advertising. Once the network has proven itself and is on a sound financial basis, there is every possibility that the network will become part of IBS.
- 2)-- Douglas R. Adams, Technical Director of WPRU and Regional Engineer, gave a brief report of his activities, handed in his resignation, and submitted recommendations as to the future duties and operations of the original engineer.
- 3)-- Report by Donald Niemann stressed the fact that insufficient time on his part had been responsible for the slow development of the Middle Atlantic Region. He emphasized that the region can be the strongest within IBS but that it would require considerable effort on the part of the next Regional Director. He said that he, like Simmons, regretted WPRU's resignation from IBS but saw it as the only way out if the station were to remain on its monetary feet. He also said that Princeton would like to remain in close contact with the region and cooperate in any way it can.
- 4)-- Regional policy decided at this meeting:
  - (A) The Members of the Middle Atlantic Region do not wish the contract between Avery-Knodel and IBS to be renewed.
  - (B) The Middle Atlantic Region will refuse to recognize, after the expiration of the present contract with Avery-Knodel, any advertising representative retained by IBS.
  - (C) After discussion of the possibility of withdrawing from IBS, the members of the MA Region decided to remain with the organization, but will organize as a closely knit group in the future.
  - (D) The Members of the MA Region feel a moral obligation to assume part of the present debt of IBS. The exact amount to be assumed will be decided at a future meeting after discussion with the IBS Business Manager.
  - (E)



11

... ..



(E)- The Middle Atlantic Region will encourage the payment of IBS dues by all its members.

5) Specific Aims of the Middle Atlantic Region:

(A) To achieve a closely knit organization in regard to administration and operation.

(B) To strengthen the financial condition of the stations by obtaining advertising on a regional basis.

(C) To improve the quality of programming by facilitating the exchange of scripts, transcriptions, and general program material.

(D) To improve the technical performance of the stations by facilitating the exchange of technical data and equipment.

6) Upon the resignation of Donald Niemann, Charles J. Brookwell, Jr. was appointed temporary Regional Director to serve until the next regional meeting. Brookwell is Station Manager of WRSU, Rutgers University.

7) Matte Zuck, Technical Director of WRSU, was appointed temporary Regional Engineer to serve until the next regional meeting.

8) The positions of Regional Program Director and Regional Business Manager were not filled.

9) At the present time there will be no assessment of regional dues to support the regional administration.

10) Each delegate to the conference was asked to investigate the possibilities of using "Ham" radio as a communication medium within the region.

11) The members of the MA Region accepted the invitation of WKCR to hold their next regional meeting at Columbia University on Saturday and Sunday, April 17th and 18th.

10- The first of the following items will be presented at the meeting of the Board of Directors.

- 11- The Board of Directors will consider the report of the Committee on the Administration of the University for the year 1955-56.
- 12- The Board of Directors will consider the report of the Committee on the Administration of the University for the year 1955-56.
- 13- The Board of Directors will consider the report of the Committee on the Administration of the University for the year 1955-56.
- 14- The Board of Directors will consider the report of the Committee on the Administration of the University for the year 1955-56.
- 15- The Board of Directors will consider the report of the Committee on the Administration of the University for the year 1955-56.
- 16- The Board of Directors will consider the report of the Committee on the Administration of the University for the year 1955-56.
- 17- The Board of Directors will consider the report of the Committee on the Administration of the University for the year 1955-56.
- 18- The Board of Directors will consider the report of the Committee on the Administration of the University for the year 1955-56.
- 19- The Board of Directors will consider the report of the Committee on the Administration of the University for the year 1955-56.
- 20- The Board of Directors will consider the report of the Committee on the Administration of the University for the year 1955-56.



TO: All stations

FROM: Tak Kako--Program Manager

SUBJECT: Script Exchange

March 16, 1948

In going over the accumulated correspondence to the Program Dept., I have found that a great majority of the letters are concerned with the problem of scripts. In order to save time, I am using this method to answer most of the letters and also to inform other interested stations about the script situation.

I believe I have been able to work out a system for distributing scripts. It is not the most satisfactory method, but is the most practical method at the present time, and I think it will do the job.

Scripts will be distributed on a library system. They will be lent out to the stations for a specified period of time--probably two or three weeks. Only a single copy will be sent, for we have no facilities for duplicating quantities. It will be up to each station to make up enough copies for its own use. The master copy must be returned to NY within the specified period of time. If the scripts are not returned, a fine of \$10 or \$15 will be assessed. This is necessary since it will not be possible to replace many of the scripts if they are lost.

I think this system will work but first, we must have scripts. There are only a few in the NYO now. Therefore please send all available scripts immediately. Each script must also be accompanied by a statement releasing the script for performance on IBS stations or a note stating where the release can be obtained. A catalogue of scripts available and final details on how to get the scripts will be available and will be sent out in about two weeks.

Let's get the scripts into the NYO right away. The only way to get a Program department started is to start.









## INTERCOLLEGIATE BROADCASTING SYSTEM

## Memorandum

TO: Member and Trial Groups

DATE: March 26, 1948

FROM: Paul F. Yergin, Bus. Mgr.

FILE: B 14.1

SUBJECT: Services rendered by IBS

Recently, in connection with dues payments, a lot of people have been asking just why a station should belong to IBS and pay dues to it. In many cases they argue that they can't see that they are getting anything out of it, and that they would be just as well off outside IBS. I'll try to give a few arguments on the subject.

At least half the benefit of belonging to IBS is either hidden or potential. That is, the efforts made on behalf of the station are often not visible to the station, and in many cases belonging to IBS acts as a kind of insurance in addition to its immediate benefits. I'll enlarge on this some.

The legal status of campus radio is at present (and always has been) rather shaky. It operates under a rule of the Federal Communications Commission which was originally intended to cover miscellaneous "noise" generating devices and various industrial control devices. It was never meant to cover any kind of broadcast service. For the first ten years or so of the existence of campus radio, the FCC was content to let this situation go on, having first assured itself that a responsible group was supervising things. (That's right-- the responsible group is IBS). Now, however, with the whole radio transmission problem becoming more serious, and with campus radio expanding by leaps and bounds, the FCC thinks it is about time to re-assess the situation. So again IBS comes into the picture.

The FCC is currently conducting tests at a number of colleges in order to obtain some facts on the operation of college stations. On those facts, and on facts supplied to them by IBS, they intend to base completely new (and almost certainly radically different) rules for campus radio and similar activities. Depending on what they find, these rules may well range from forbidding this type of broadcasting altogether (don't kid yourselves, they may do that) to altering the rules to make it easier for stations to cover their college populations. The latter course, if followed, will almost certainly bring with it any of a number of possible restrictions-- e.g. licenses, non-commercial operation, inspections, reports to the FCC, and so on. In fact, any course which leaves open the possibility of campus broadcasting at all will certainly have new strings attached to it.

IBS has been cooperating with the FCC on this problem, and has, throughout the years, continually presented the case for campus radio to the FCC. Too many people have somehow got the idea that campus broadcasting was something that had just about escaped the notice of the FCC, and was carried on in a sort of underground way. Nothing could be further from the truth. The fact that the FCC will now assign call letters to IBS stations is proof of the high regard the FCC has for IBS, and of the fact that they have been fully aware of the situation all along. IBS has, for quite some time now, kept the FCC informed of the location, frequency, and call letters of campus stations.

This is only one of a number of "hidden" services performed by IBS. It alone should be worth the trivial dues stations pay to IBS now.

A good case of the "insurance" nature of the services of IBS has just occurred, in connection with the FCC tests mentioned above. One of the stations tested, a Member station of IBS, was found by the FCC to have too high a signal strength. Corried by this, the station promptly went off the air, and then wired IBS its situation, followed by a letter of explanation. Within a few days that station had received two detailed letters from IBS departments, asking for more detailed data and making preliminary recommendations for correcting the offending radiation. This project is still in the works. With any luck at all, the station should be back on the air within a few more days. The important thing to note here is that: 1. The station wired IBS immediately, and 2. It had filed information about its transmission system with IBS previously. (If it had kept that data up to date, it might even be on the air now. As it was, some revisions had to be reported to IBS before proper recommendations could be made.)

(over)



The director of this station expressed his feelings about it in a P.S. attached to his letter, sent after hearing from IBS right after his wire: "It's a wonderful thing to belong to IBS."

The above two examples, one of "hidden" services, the other of "insurance" value, are but two of the most recently important of a tremendous number of such things that IBS does for its stations. I have just given these two as examples. It would be pointless to continue the list.

Besides these relatively intangible services, there are, as most of you perfectly well know, very concrete and immediate services which IBS performs. I'll only mention a few of these, as examples.

For Trial groups, one of the most important problems is engineering information. The IBS Technical Data book is supplied to every station on becoming Trial members of IBS. It is kept up to date by additions and revisions. (A new edition is due right now) It contains discussion of the problems met in setting up a campus station, and contains specific and detailed suggestions about building a station. Circuit diagrams of successful transmitters are given, and details of the various possible methods of coupling signals into power lines are shown. In addition, information and recommendations are given on studio equipment. It should not be supposed that the technical data book is of value only to established stations. Any station which feels that its technical set-up--equipment or studio layout--could be improved can find valuable information in the Technical Data Book.

For both Trial and Member groups, the Engineering Advisory Service is very valuable. IBS can provide, on request, detailed recommendations on almost any problem met in campus radio broadcasting. Advice on design and construction of studios, studio equipment and transmitters, on purchase of commercial microphones, turntables, studio consoles, etc., can all be had on request. It ought to be, but unfortunately isn't, standard practice for every station to send copies of proposed improvements in the station facilities to the IBS engineering department for comment. Too many stations have invested a lot of money in studios, or equipment, and then wrote to IBS describing it all, and asking "How do you like it?". That sort of answer do they expect at that late date? Too often it would only be cruel to point out the defects!

For Member stations which are well-established and in essentially sound condition, IBS offers a means for exchanging programs and program ideas with other campus stations. No station can ever feel that its program service is adequate! Variety is the life of a station, and ideas from other stations can be a wonderful shot in the arm to a station's program department. Also, exchanging programs (a tape exchange and script exchange system are on the verge of operation) can offer an incentive for improvement of quality to stations with already-good program departments, and give stations with weak program departments some good programs to bolster their schedules and act as examples for guidance.

For all stations, periodic meetings (now regional) of people from many stations offer valuable opportunities to "see how the other fellow does it" and to refresh viewpoints. These meetings also serve to fire up the interest of station staff members in the activity.

I have so far not mentioned advertising. This is for a good reason. For too long IBS was, in the minds of many station managers and staffs, just a source of possible advertising income. Well, right now no income is in-coming from that. But beyond that, if IBS is only needed to get advertising, there are other, probably better ways of doing that. Unless IBS can stand on its own feet, without the "prop" of advertising, there is a serious defect in it. We are now engaged in an attempt to show that it can make its own way, on the value of its services to its members.

Please don't think that advertising has been dropped by IBS. Strong efforts are being put into it, but NOT not because IBS needs it so much as because the stations (at least quite a few of them) need it to survive. IBS can survive without advertising, because it is worth enough to its members to keep it alive without it.

Well, that's enough for now. We'll beat the drums for IBS again soon!



# CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

# WESTERN UNION

JOSEPH L. EGAN  
PRESIDENT

RECEIVED

## SYMBOLS

DL = Day Letter

NL = Night Letter

LC = Deferred Cable

NLT = Cable Night Letter

Ship Radiogram

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

PA261

P-NC719 PD=NOR NEWYORK NY 26 503P

1918 APR 26 PM 6 13

STATION WERC HAVERFORD COLLEGE

HAVERFORD PENN=

=PLEASE WIRE DATE OF FINAL SPRING BROADCAST BY TUESDAY MORNING

=PAUL F YERGIN INTERCOLLEGIATE BROADCASTING SYSTEM

21 MAY 1918 BROADCASTING DATE

WIRE c/o WERC  
Cable

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE



# WESTERN UNION TELEGRAM

*The sender  
requests an  
answer*



# **MONEY IN A HURRY**

TO SEND IT...  
OR GET IT

**Telegraph it!**

QUICK AND SAFE.  
ECONOMICAL...NO RED TAPE

TO PAUL YERGIN  
% WKCR  
HAMILTON ANNEX  
COLUMBIA U.  
NYC.  
N.Y.

# INTERCOLLEGIATE BROADCASTING SYSTEM

Rate Card #9

May  
May 1, 1948

			<u>1/2 hr</u>	<u>1/4 hr</u>	<u>5min</u>	<u>1min</u>	<u>30wds</u>
<u>Men's Colleges</u>							
WRUM	U. of Conn. Ft. Trumbull Jr.	New London, Conn.	12.00	8.00	4.00	2.00	1.40
WGWT	Georgetown University	Washington, D.C.	9.00	6.00	3.00	1.50	1.05
WHRC	Haverford College	Haverford, Penna.	9.00	6.00	3.00	1.50	1.05
WJRH	Lafayette College	Easton, Penna.	12.00	8.00	4.00	2.00	1.40
WRPI	Rensselaer Polytech. Inst.	Troy, New York	15.00	10.00	5.00	2.50	1.75
WRSB	Sampson College	Sampson, New York	18.00	12.00	6.00	3.00	2.10
WTRC	Trinity College	Hartford, Conn.	9.00	6.00	3.00	1.50	1.05
WRUC	Union College	Schenectady, New York	12.00	8.00	4.00	2.00	1.40
WRS	Mesleyan University	Middletown, Conn.	9.00	6.00	3.00	1.50	1.05
WMS	Williams College	Williamstown, Mass.	12.00	8.00	4.00	2.00	1.40
<u>Women's Colleges</u>							
WMAC	MacMurray College	Jacksonville, Ill.	9.00	6.00	3.00	1.50	1.05
WMWC	Mary Washington College	Fredericksburg, Va.	12.00	8.00	4.00	2.00	1.40
WBS	Wellesley College	Wellesley, Mass.	12.00	8.00	4.00	2.00	1.40
KWVC	Stephens College	Columbia, Mo.	12.00	8.00	4.00	2.00	1.40
<u>Coeducational Colleges</u>							
WABP	Alabama, Univ. of.	University, Ala.	18.00	12.00	6.00	3.00	2.10
WADC	Bard College	Annandale-on-Hudson, N.Y.	9.00	6.00	3.00	1.50	1.05
WBIY	Baylor University	Waco, Texas	18.00	12.00	6.00	3.00	2.10
KBVU	Brigham Young University	Provo, Utah	12.00	8.00	4.00	2.00	1.40
WBRU	Brown University	Providence, R.I.	12.00	8.00	4.00	2.00	1.40
WVBU	Bucknell University	Lewisburg, Penna.	12.00	8.00	4.00	2.00	1.40
WCIT	Carnegie Inst. of Technology	Pittsburgh, Penna.	12.00	8.00	4.00	2.00	1.40
WKGR	Columbia University	New York, N.Y.	18.00	12.00	6.00	3.00	2.10
WHUS	Univ. of Connecticut	Storrs, Conn.	15.00	10.00	5.00	2.50	1.75
WVER	Cornell University	Ithaca, N.Y.	18.00	12.00	6.00	3.00	2.10
WVWP	North Carolina State College	Raleigh, N.C.	15.00	10.00	5.00	2.50	1.75
WONC	Olivet Nazarene College	Kankakee, Ill.	9.00	6.00	3.00	1.50	1.05
KABO	College of the Pacific	Stockton, Calif.	12.00	8.00	4.00	2.00	1.40
WNTC	Clarkson College of Technology	Rosdam, N.Y.	12.00	8.00	4.00	2.00	1.40
WRUR	Rochester, Univ. of	Rochester, N.Y.	15.00	10.00	5.00	2.50	1.75
KSLU	St. Lawrence Univ.	Canton, N.Y.	12.00	8.00	4.00	2.00	1.40
WUSC	South Carolina, Univ. of	Columbia, S.C.	15.00	10.00	5.00	2.50	1.75
WSRN	Swarthmore College	Swarthmore, Penna.	12.00	8.00	4.00	2.00	1.40
KVOF	Texas College of Mines	El Paso, Texas	12.00	8.00	4.00	2.00	1.40
KUCI	Idaho, Univ. of	Boscaw, Idaho	15.00	10.00	5.00	2.50	1.75

See reverse side for discount schedule

## DISCOUNTS:

### Group Discounts:

All Women's Colleges.....	2 1/2%
All Women's Colleges.....	2 1/2%
All Coeducational Colleges.....	5%
All Men's and Coed Colleges.....	7 1/2%
All Women's and Coed Colleges...	7 1/2%
All Colleges.....	10%

### Frequency Discounts:

13 times .....	2 1/2%
26 times .....	5%
39 times .....	7 1/2%
52 times .....	10%
104 times .....	12 1/2%
130 times .....	15%

Frequency Discounts taken after group discounts

Group Discounts apply to all stations on a single contract, including any not in a group for which discount is credited.

Group Discounts are allowed if all available stations in a group are taken, whether or not all stations in the group are available.

Group Discounts apply only to contracts for which the whole group is taken. Where fewer than the available number of stations is taken for part of a contract, the group discount applies only to that part for which all available stations are taken.



# CLASS OF SERVICE

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# WESTERN UNION

JOSEPH L. EGAN  
PRESIDENT

1201

# SYMBOLS

DL = Day Letter

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Ship Radiogram

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PA512

1918 MAY 3 PM 6 41

P.NB746 PD=NOR NEWYORK NY 3 434P

STATION WHRC

=HAVERFORDCOLLEGE HAVERFORD PENN

WIRE IMMEDIATELY DEFINITE ACCEPTANCE FOR TEX BENEKE PROGRAM  
TRANSCRIBED FOR ARMY RECRUITING 9 TO 930 PM LOCAL TIME MONDAY  
MAY TENTH TO END OF SEMESTER BROADCASTING. OFFER OTHER TIME  
IF THIS NOT ACCEPTABLE WIRE EARLY DATE YOU CAN JARRY IT  
WIRE

=PAUL F YERGIN INTERCOLLEGIATE BROADCASTING SYSTEM.



***MONEY IN A HURRY***

TO SEND IT...  
OR GET IT

***Telegraph it!***

QUICK AND SAFE.  
ECONOMICAL... NO RED TAPE



# WESTERN UNION TELEGRAM

*file*

*The sender  
requests an  
answer*

Will  
~~Handwritten~~ Handwritten from writing  
transcription 98030 2<sup>nd</sup> hand  
written May. sent bills.

100

---

100 WSR

Handwritten

26

Handwritten

Handwritten

36¢

# THINGS TO DO TODAY

Saturday, May 1; Sunday, May 2, 1948

APRIL							MAY							JUNE						
Su	Mo	Tu	We	Th	Fr	Sa	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Su	Mo	Tu	We	Th	Fr	Sa
													1							
							2	3	4	5	6	7	8	6	7	8	9	10	11	12
							9	10	11	12	13	14	15	13	14	15	16	17	18	19
							16	17	18	19	20	21	22	20	21	22	23	24	25	26
							<sup>23</sup> 30	<sup>24</sup> 31	25	26	27	28	29	27	28	29	30			

122nd and 123rd Day

Patented

244 and 243 Days to Come





# INTERCOLLEGIATE BROADCASTING SYSTEM

## MEMORANDUM

TO: Kenneth Blum, WHRC Haverford

Date: May 4, 1948

FROM: P.F, Yergin

You will carry program 9:00 to 9:30 May 10 and 17.

Sharon Hill

3462

---

# URGENT

## INTERCOLLEGIATE BROADCASTING SYSTEM

### Memorandum

TO: All Men's and Coed Member stations

SUBJECT: Tex Beneke program

FROM: Paul F. Yergin, Business Manager

DATE: May 4, 1948

Final approval has been received for this program to be carried on all available stations in the above groups. The first program will go on Monday May tenth, unless delays occur in distributing the transcriptions, in which case the program intended for May tenth will be postponed to a later day in the same week. Programs for later weeks will go on at the regularly scheduled times.

The program is the Army Recruiting program put on standard stations. We will get it transcribed about three weeks after it goes out live.

On as many stations as can clear time then, the program will be broadcast on Monday evenings from 9:00pm to 9:30pm local time.

You will receive the transcriptions as far in advance of the scheduled time of broadcast as possible. If you do not receive them 24 hours in advance (or 12 hours for the May tenth program) wire me immediately for instructions. If the transcription subsequently arrives, wire me again to that effect.

There may be some delay in getting time orders to you for signature. My telegram of May 3 together with this memo and any subsequent correspondence with you on the subject may be taken as official authorization to broadcast the program. Time orders will be sent out as soon as the details have all been collected to go on them.

Later on, you will receive detailed instructions on making out affidavits needed for billing. A special procedure will be required, because of Army Finance Department accounting requirements.

#### Payment:

Rates for your station are shown on the enclosed rate card (except for a few stations on the Empire network). The contract will be subject to a 7½% group discount, followed by a commission of 15% to H.C. Ayer, the agency, followed by another 15% commission to the representative, Avery-Inodel.

In addition to the above, payments to stations will be subject to the following action of the Governing Council at its meeting of February 14-15, 1948 at Columbia University, in New York:

...70% of net national advertising receipts as obtained through the advertising representatives of IBS (after the commissions...have been deducted) accruing to member stations, and 30% accruing to stations becoming Members after Feb. 13, 1948 be turned over to IBS...

This means that for most stations, after the above 7½%, 15%, and 15% successive deductions, there will be a final deduction of 70%, the remainder going to the stations. For new stations this final deduction will be 30%. It is possible that some special arrangement may be made in the case of stations on the Empire network in New York State.

**IMPORTANT:** If there are any doubts in your mind as to what to do, inquire immediately, don't wait, and don't make mistakes. Under no circumstances carry the program at any time other than that approved in advance. If you cannot carry it then, wire immediately for further instructions, suggesting an alternate time at which you can carry it.





INTERCOLLEGIATE BROADCASTING SYSTEM

MEMORANDUM

To: *Station Manager, WHRC*  
*Haverford* Date: *5/9/48*  
From: David W. Borst, File: T4.0  
Operations Department  
Subject: Technical Data Book

We have just revised many parts of the text for the Technical Data Book, and also have added a number of new drawings. In addition we have brought out new sections on amplifiers and studio construction.

Instead of sending these new pages to you and asking you to properly insert them in your Data Book binder, we are requesting that you return the binder to us and let us bring your book up to date for you. At the same time we will add 10 index tabs so that in the future your job of filing new sections will be a lot easier than it has been in the past.

Please return your Technical Data Book to:

David W. Borst  
706 Sanders Ave.  
Schenectady, 2, N. Y.

Within ten days you will receive it back completely revised and ready to be of even greater assistance to your engineering staff than ever before.

*Serial # 121*





WKOR Hamilton Annex  
Columbia University  
New York 27, N.Y.

*Thank for  
telling me promptly  
time of broadcast  
P.F.Y.*

Memorandum

TO: Stations carrying Tex Beneke program

DATE: May 15, 1948

FROM: Paul F. Yergin, Business Manager

Most of you received the first week's transcription late. This was unfortunate, and was due to circumstances not under the control of anyone in particular. Next week's discs should arrive on time, but I suppose they may not!

The approved procedure for taking care of this is to broadcast the program after it arrives at a time reasonably similar to that originally scheduled, and notify me promptly of the time of broadcast.

In general, two of the programs should not be broadcast during the same week, and certainly at least three days apart.

It is a little late to be telling you this, since you have no doubt already observed, probably too late, that "This is the Mutual Broadcasting System" comes at the end of the program. When broadcasting it, CUT OUT THIS SYSTEM ANNOUNCEMENT! Instead, say "This is the Intercollegiate Broadcasting System". You must, of course, before and after the program, announce that it is transcribed.

Since I have only heard from a few stations as to when they broadcast the program last week, will you please tell me immediately at what hour and on what day it was broadcast over your station.

Affidavits of performance will be required, in triplicate, at the end of the contract. These will be provided by me. They must be notarized (each sheet separately), and MUST be correct. (False swearing to obtain money from the U.S. Government is a very serious offense, and you should take particular care on this contract to make no errors.)

Your station, of course, keeps a log. Be SURE that the fact that the Tex Beneke program was broadcast appears in the log, showing time and date, with the signature of a member of the staff who actually was present at the time. For most stations this is no different from ordinary routine of keeping the log.

In the event of late arrival of transcriptions, let me know by postcard or letter right away, and tell me when they are broadcast. I know this is repeating myself, but this is a very important point. I MUST know when you carry the programs.

For the benefit of stations which may not know the routine, I'll remind you of it. IBS supplies affidavit forms for you to fill out. You must return them immediately after completing the contract. You do not have to do anything further. You will eventually receive payment, from IBS. You do not have to bill anyone. In particular, except in the most unusual circumstances, individual stations should not by-pass IBS and its national advertising representative to deal directly with the agency (on this or any contract). The reason is not that we are jealous of our prerogatives! It is because the agency, supposing that we do things in a sensible way, assumes that everything a station tells them is also known to IBS and its rep. Failure to observe this rule has caused, and can cause very great confusion.





I B S  
INTER-OFFICE MEMO

DEPT.: Middle Atlantic Region

TO: cc: Andrew Knowlton - WHRC

SUBJECT: Regional Meeting

FROM: Edward Kelty  
Regional Repres.

DATE: June 5, 1948

FILE: I 37.3

Thanks for sending a list of WHRC's new officers in your May sixth letter to New York. I think the questions you asked can be answered best at the next regional meeting. It will be held in New York, June 12 and 13. The meeting will begin at 1:00 P.M. Saturday in the Hamilton Annex Studios of WKCR.

It is very important to have each station in the region represented. Rutgers has just announced that it is leaving IBS. Therefore the other stations should work together more than in the past.

At the meeting this weekend, I will have details on the new national sales award plan.

Please return enclosed questionnaire immediately!

*Ed Kelty*

I 155--9-15-45--15M



182

# INTER-OFFICE MEMO

FROM:

DATE:

FILE:

DEPT:

TO:

SUBJECT:

Reference is made to the letter of the 14th of March, 1914, from the Department of the Interior, Bureau of Land Management, to the Department of the Interior, Bureau of Reclamation, regarding the proposed reclamation project in the State of California, and the letter of the 14th of March, 1914, from the Department of the Interior, Bureau of Reclamation, to the Department of the Interior, Bureau of Land Management, regarding the proposed reclamation project in the State of California.

It is recommended that the Department of the Interior, Bureau of Land Management, be authorized to proceed with the proposed reclamation project in the State of California, and that the Department of the Interior, Bureau of Reclamation, be authorized to proceed with the proposed reclamation project in the State of California.

Very respectfully,  
[Signature]

Special Agent in Charge, Bureau of Land Management

## MEMORANDUM

Subject: Report on Meeting October 2 and 3, 1948

File: I 2.11

Present: George Abraham, Chairman of IBS    Dave Borso, Operations Manager  
 Herbert Barlow, Engineering Dir.    Tak Keko, Program Manager  
 Paul Yergin, Business Manager    Leonard Trester, Rep. for #1 Region  
 Edward Kelly, Rep. for #3 Region    Cullen Keough, Proxy Rep. for #5 Reg.

Since a quorum of Representatives (6) was not present, the meeting was conducted informally as an Executive Committee Meeting.

The following proposals were made by the Representatives present, and they requested that action be taken through the mails in accordance with the procedure established in By-Law Number 3:

- 1) It is proposed that By-law Number 1 which originally was passed in November, 1945 be re-affirmed for a period of three years in accordance with Article VIII-2-a of the IBS Constitution.
- 2) It is proposed that By-law Number 2 similarly be re-affirmed, except paragraph b. be re-worded to read "Persons other than representatives duly seated shall be recognized on the floor only if yielded to by a representative, or if questioned by a representative."
- 3) It is proposed by By-Law Number 3 similarly be re-affirmed.
- 4) It is proposed by By-Law Number 4 similarly be re-affirmed.
- 5) It is proposed that By-law Number 5 be re-worded as follows:  
 "The Executive Committee or one third of the Representatives by upon determining that a full Member station should be removed from its status in the Intercollegiate Broadcasting System should immediately propose this action to the Governing Council by taking the following steps:  
     a. The station in question should be notified by registered mail that this action is proposed, together with reasons for action.  
     b. Thirty days after the return receipt from this registered letter is received by the Executive Committee, the motion to remove the station together with the arguments advanced by the station should be transmitted to all Representatives for action in accordance with procedure given in By-law No. 3.  
 "One third of the Representatives may remove a member of the Executive Committee from office by following a procedure equivalent to that given above for removing Member stations."
- 6) It is proposed that By-law Number 18 be rescinded since our contract with the advertising representatives, Avery-Knodel, Inc. is no longer in effect.
- 7) It is proposed to re-word Resolution #1 to read "The IBS Bulletin, in its present elaborate form, should be eliminated from the budget and from consideration by the Council due to the acute economic condition of IBS at the present time, unless it can be made essentially self-supporting."
- 8) It is proposed to re-word Resolution #7 to read "The Governing Council resolves that 30 percent of net national advertising receipts as obtained through the advertising representatives of IBS (after the commissions for the agency and the representatives have been deducted) accruing to all full Member stations be turned over to IBS until indebtedness incurred up to December 31, 1947 be paid. This same provision is to hold for Trial status station temporarily represented by the advertising representatives of IBS. Upon payment of this indebtedness the percentage retained by IBS of the above shall be 15% until otherwise enacted by the Governing Council."



- 8) It is proposed to strike out sections 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000
- 9) It is proposed that the Constitution Committee be reconstituted as follows, and be requested to continue with its work:  
Peter Swanson, Chairman; Conde Walker; Jay Atman; Tak Kako; Guy della Cioppa.
- 10) It is proposed by re-word By-Law Number 14 to include Affiliate as well as Trial groups.
- 11) A new By-law number 19 is proposed: "Groups in Affiliate status on January 1, 1948 shall pay dues then and hereafter as though they had been admitted to Affiliate status on that date."
- 12) By-law number 19 is proposed: "Campus-confined wired-radio Amplitude Modulated radio stations under construction shall be eligible for Trial status in accordance with Article III-1 of the IBS Constitution. Trial groups may apply for full Membership in accordance with Article III-2 of the IBS Constitution. High power education Amplitude Modulated stations, high power and low power educational Frequency Modulated stations, and radio workshops shall be eligible for Affiliate status in accordance with Article III-3 of the IBS Constitution."
- 13) The following new resolution was proposed: "The Governing Council approves the national advertising rates given on IBS Rate Card #10 (forms B102J and B180) which are based on estimated station coverage and six size groups with the understanding that these are suggested rates for national advertising."

(Upon receipt of the above proposals the regional Representatives have ten days in which to enter a written discussion concerning them; these discussions, if less than a page long, must be circulated to the representatives. The Representatives will have 30 days before they must vote on these proposals. Study these proposals and discuss them with your Representative. You may obtain a copy of the IBS Constitution and By-Laws from the IBS Operations Department should you desire to study these proposals completely.)

In connection with proposal #6, Avery-Inodell, Inc. had a one-year contract with IBS during 1947 which they verbally renewed for six months in 1948, and the allowed to lapse this summer.

In connection with proposal #9, the Constitution Committee is to have two new members, Conde Walker as Regional Rep. and Jay Atman as Regional Rep. because Don Nieman of Princeton resigned and Alan Strout of Cornell graduated and left the country on business. Mr. della Cioppa is now located in Hollywood but it was felt that his advice could be sought by mail when desired; he is a member of the Board of Directors of IBS.

Other important matters learned and discussed that the meeting will be discussed in the following paragraphs:

The Federal Communications Commission is rapidly drawing up its new proposed rules for carrier-current stations and it is expected that they will be announced in a few months and a public hearing held shortly afterwards. At this hearing FCC desires to present field strength data to back up its contention that stations can broadcast to limited areas without causing interference to other services. In order to obtain the needed readings it is proposed that the stations jointly purchase a number of full field strength



meter and take readings of their systems as they are now being operated, and make corrections where necessary. It was suggested that ten stations share the cost of one meter; this will permit each station to use the meter about one month a year. Mr. Herbert Barlow, Engineering Director, will shortly send out full details of this project.

As part of the problem of maintaining good relations with the FCC is the matter of registering calls of campus stations. Most of our newer stations use such registered calls, but some of the older ones don't. Three letter calls are now being reserved by the FCC for fixed point-to-point stations, and so these calls will not be registered. If your station is not using a registered call, you are urged to submit at least twenty acceptable four letter calls to George Abraham who will see if any are available and register the first one on your list which is.

George Abraham is investigating our blanket releases for playing of popular music which we have obtained from ASCAP, BMI, and similar agencies to be sure that the agreements follow uniform principles. In general, such releases require that the stations be operated on a non-profit basis; this type of operation is required in the Codes of IBS and so presumably is met by all stations in the System.

Paul Yergin is to study the problem of defraying part or all of the travelling expenses of regional representatives to Governing Council meetings. Doing this it is hoped will assure a quorum in attendance. It has been suggested that a meeting be held in May at Columbus, Ohio. This suggestion will be considered.

Tak Koko promises to write two newsletters soon; one on the subject of best ways of obtaining free records from record distributors, the other on techniques of doing broadcasts of football and similar sports. He is now in the final stages of preparing the revision of the Program and Production Handbook. A new list of scripts for the script library is about to be released. The scripts of the IBS Music Hall, a classical record program, will shortly be included in the script library. There are two thirteen week series of these scripts. A third series was started but not completed. Efforts will be made to reach the author, Alan Rich, and have the third and fourth thirteen week series completed. This will give us two years worth of one hour scripts for classical music shows. All of them very good!

Tak Koko also is getting together facts on transcriptions which can be obtained for use by your station. All stations in IBS eventually should receive Treasury Department, Veteran's Administration, Air Corps, Radio Diffusion Française (French) and Episcopalean transcriptions if they wish them.

We discussed the problem of syndicating programs by tape. Not many IBS stations have a tape recorder. There is considerable work involved in making a number of copies of a single tape. Re-recording quality is not yet very good. These obstacles seem to prevent a nation-wide exchange of programs by tape at this time. Regional exchange is possible and urged. The WJCR (Columbia U.) Blue Lions Workshop has offered to tape all of their productions (at least once a week) and exchange or circulate them with stations who wish them. Contact the President of WJCR, Jack Turvey or the Regional Rep., George McKelvey of WRUR, U. of Rochester, Rochester 3, N.Y.

A considerable portion of the meeting was devoted to a discussion of the problem of soliciting national advertising. While it was recognized that to do a good job would cost the stations interested a total of about \$10,000 a year, there was no indication that the interested stations could afford such a large investment as this represented at this time. While it appeared desirable from the standpoint of performing other services well to drop



completely the solicitation of national advertising. Mr. George Abraham was reluctant to do this because he felt that the solicitation of national advertising was one of the important functions which the System should perform in some measure for its members. In particular, he had in mind several recent contacts with the Republican and Democratic Campaign Committees which he felt might well result in some contracts before the November 2 elections. The desirability of maintaining this representation was admitted by those present, but the problem of finding a person to handle the work appeared insurmountable at first. The IBS executives present (including Mr. Abraham) all were unable to take on the extra work, and the staff of WKCH, which is well situated geographically, could offer no possible candidates for the job. A solution was found in the person of Miss Joyce Rischmiller who was suggested to us by Leonard Trester, of Amherst and representative of the New England (#1) Region. Miss Rischmiller was interviewed Sunday afternoon, and agreed to take on the responsibilities under the provision of the awards plan which provides for a sliding scale of awards based on the size of the contract sold. Miss Rischmiller and Mr. Abraham subsequently interviewed several accounts on Monday, October 4, and also Radio Representatives, Inc. who might be willing to represent the stations in the System. Mr. Yargin and Mr. Keko will be available to advise Miss Rischmiller, and she will conduct much of her work in the IBS office at WKCH, Hamilton Annex, Columbia University, New York 27, N.Y. This arrangement will permit us to keep the door open to prospective advertisers, and to promote IBS to a limited extent to them. Cost to the stations right now is low, but may eventually have to be increased depending upon how arrangements with Miss Rischmiller work out. One of the serious obstacles hampering the use of the present IBS office is the lack of a telephone for making outgoing calls. Incoming calls through the Columbia University switchboard may be taken at the office, but outgoing calls are limited points reached by the university switchboard.

This meeting clearly brought out the fact that if the stations in the Intercollegiate Broadcasting System wish to earn an income from national advertising contracts, then they must aid whomever is soliciting these contracts in the following ways:

- 1) Send in each semester block program schedules, as required by the Codes and requested on the "Current Station Data" questionnaires.
- 2) Fill out and promptly return every form from national IBS which reaches them.
- 3) Answer every inquiry about availabilities, acceptance of contracts, etc. promptly so as to minimize delay in giving needed information to potential sponsors.
- 4) Conduct surveys on their listening audience so as to have as much as possible of the needed information available in advance.

As the full broadcasting season really gets underway, it would be well to keep in mind the following events which should take place between now and the end of the semester:

- 1) A regional meeting of the stations in each region.
- 2) Publication of two issues of the IBS Bulletin; November and January.
- 3) Conduct a listenership survey per instructions given on form B 184 in the Station Executive's Handbook.
- 4) Return your "Current Station Data" questionnaires at once.
- 5) Chip in on the purchase of Field Strength meters, make readings and prepare data for FCC hearing on wired-radio broadcasting.
- 6) Make use of your IBS Script Library.
- 7) Send us news about your station so we can issue some releases about us. In like fashion, contribute to the Bulletin.
- 8) Arrange with Tak to obtain the different transcriptions you desire.
- 9) Arrange with record dealers for free records, to the extent they can be obtained; ask Tak for help if it isn't forthcoming.
- 10) Exchange programs on a regional basis by tape, wire, record or wire-line.



INTERCOLLEGIATE BROADCASTING SYSTEM

MEMORANDUM

October 9, 1948

To : Station Managers of Member Stations - Trial and Full Member  
ATTENTION: Technical Directors  
From : I. B. S. Engineering Department

Subject: Field Strength Data

File: T 2.1

URGENT

Last Spring we sent the enclosed memo to all full Member stations, and received replies from about 12. For those Member stations who have replied, we thank you for your attention to this matter, and for those who have not replied, please do so AT ONCE.

The Federal Communications Commission has been making an intensive study of carrier current broadcasting to revise the present rules. In view of insufficient data, the Commission has been unable to proceed rapidly in this case. However, within the past week, engineering recommendations were prepared by the FCC. These recommendations call for serious revisions to the low power carrier current regulations. (Rules 2.101 through 2.104; they are given on page TI-111 of your Technical Data Book).

According to present indications the Commission intends to make the new rules more stringent than the existing regulations (referred to above).

The FCC has requested that IBS obtain and submit extensive data on the operation of its stations. Such data will include operating frequency and type of frequency control, power input to final stage of all transmitters and r.f. amplifiers, sketch of type of coupling methods used, type of transmission medium, and coverage area along with field strength data.

Public hearing will be held before any changes in the present rules go into effect, and in order for IBS properly to protect your interests at those hearings, we urgently require your cooperation immediately not only to submit the data originally requested last Spring, but now to obtain complete field strength measurements of your station.

In other words, we must demonstrate to the FCC with facts just what we believe is a reasonable radiation limit to provide adequate coverage. We must base our recommendations and arguments on definite field strength data.

It seems reasonably certain that the FCC will, when the new rules are worked out and put into effect after the hearings, enforce these new rules by requiring each station to "register." Before a station can register we expect that the FCC will require submission of complete engineering data and field strength measurements.

From the foregoing you can see that it should be the objective of every station to bend every effort AT LEAST to become legal under the present regulations in the hope that the new regulations will be no more stringent than the present ones, so that it will be possible to "register" with the FCC and not be forced to suspend operations pending an overhauling of the r.f. system after the new regulations go into effect. You should determine the legality of your station now, and to do this requires the use of an accurate field strength meter.

Thus, it was decided at the Governing Council and Executive Committee meetings held October 2-3 that it not only would be a good plan but a good future investment if each station in IBS contributed in a cooperative venture to buy field strength meters, since most stations do not have the use of such an instrument and can not afford to purchase a unit outright.



Oct. 9, 1948

The IBS Engineering Department has been making a careful study of field strength meters for some time, and has looked into the relative merits and performance characteristics of available units. The type agreed upon at the Oct. 7-8 meeting is the new RCA model VM-2A, which costs for a little under \$600 complete with loop antenna, batteries, and shipping case. A picture of this field strength meter, less shipping case can be seen on page 46 of the October issue of Electronics magazine. This meter appears to be the most reasonably priced instrument available which is sufficiently well engineered to obtain accurate data.

A plan has been worked out whereby each Trial and Full Member station in IBS will pay a fixed amount for a "share" (\$57.00) in a meter, and as new stations are added to the system they too will pay this amount in order to have use of an instrument. The bookkeeping for this project will be handled by the Business Manager of IBS in an account kept separate from all others. All excess monies will go for shipping charges, replacement batteries and tubes, and necessary re-calibration and repairs. It is proposed that eight meters be purchased, provided all Trial and Full Member stations contribute, since this will result in about one meter for every ten stations. If all eight meters are financed they will be assigned for use by regions as follows:

New England - (1)	New York State - (1)	Middle Atlantic - (1)
Southern and Capital - (1)	Great Lakes, Midwestern and Southwestern - (3)	
Western - (1)	Total - (8)	

Certain regions have been combined since they will then collectively have enough meters to average ten stations per meter.

The meters will be purchased as fast as the money is received from the stations who wish to participate in this plan, and these stations will have initial priority on the use of an instrument in the order in which their payments are received. All checks should be made payable to the Intercollegiate Broadcasting System, Inc. and sent to the New York Office which is at WKCR, Hamilton Annex, Columbia University, New York 27, N.Y.

The field strength meters will become the property of the stations who invest in them under this cooperative plan, and ownership shall be on a regional basis in so far as is possible, along the lines outlined previously. The Regional Representatives of these regions will be responsible for the instrument in their region, setting up the routing for the instrument from one station to the next, and making certain that it is used according to plan. These representatives will see to it that the meters receive an overhauling at regular intervals as well as when trouble develops so that readings obtained will be reasonably accurate. Along with each meter there will come uniform instructions for its use in making measurements around the campus, as well as a sturdy shipping box with sponge rubber lining, and routing instructions. The shipping box will contain a supply of reply postcards and when the meter is obtained a card is to be mailed to the Regional Representative and to the Engineering Director of IBS so that the location of each meter is known definitely at all times. This will permit changing the routing of a given meter if necessary to cope with an exceptional emergency.

In summary, your station is being asked (unless you have or plan to buy yourself an FCC approved meter having a calibrated loop antenna) to invest \$57.00 in the future of your station and of college campus radio broadcasting. Without accurate data we in IBS who will represent you at the FCC hearings will be unable to protect your best interests, and without a meter after the new regulations go into effect your station is taking a serious chance of being closed down because of excessive radiation. To be closed down of course means an interruption of the service of your station to the college community, and a loss of revenue when advertising commitments must be cancelled. Indeed,



Oct. 9, 1948

an unexpected shut-down might in some cases prove a mortal blow from which the station would not recover, at least not for several months. The only way to avoid these difficulties is to begin at once to obtain use of a field strength meter so that you can put your R.F. system into the best possible condition before the new regulations go into effect.

Of course, the FCC Engineering Department will be at always at your service to help you improve or modify your R.F. system should this prove necessary in order for you to comply with the existing or new regulations.

To enroll in this plan which will enable your station to provide uninterrupted service in the face of changes in the FCC rules, fill out the form below and mail it at once to the New York Office. Remember, initial priority for the use of the field strength meters purchased under this plan will be determined by the order in which the checks are received!

Herbert B. Barlow  
Engineering Director

-----

Application for purchase of share in RCA WX-2A Field Strength Meter

To: Mr. Paul Yergin, Business Manager  
Intercollegiate Broadcasting System  
WKCR, Hamilton Annex  
Columbia University, N.Y. 27, N.Y.

- 1) We do \_\_\_\_\_, do not \_\_\_\_\_ have an approved type of field strength meter available; it is made by \_\_\_\_\_ and bears type designation \_\_\_\_\_.
- 2) We have \_\_\_\_\_, have not \_\_\_\_\_ made or had made accurate field strength data of our station's R.F. system; a transcription of this data is \_\_\_\_\_, is not \_\_\_\_\_, enclosed.
- 3) We wish to cooperate in the plan jointly to purchase WX-2A field strength meters with other Total and Full Power groups in the area \_\_\_\_\_.
- 4a) Enclosed is payment of \$67.50 for one share in the ownership of a WX-2A field strength meter. \_\_\_\_\_.
- 4b) Payment of \$67.50 for one share in the ownership of a WX-2A field strength meter will be sent by \_\_\_\_\_.
- 5) If possible we would like to use the meter for the first time on \_\_\_\_\_.
- 6) We anticipate that we could relinquish the meter in \_\_\_\_\_ days after first receiving it.

Station \_\_\_\_\_

Signed \_\_\_\_\_

College \_\_\_\_\_

Position \_\_\_\_\_

Date \_\_\_\_\_





# INTERCOLLEGIATE BROADCASTING SYSTEM

## MEMORANDUM

May 21, 1948

To : Station Managers of Member Stations  
ATTENTION: Technical Directors  
From : I. B. S. Engineering Department  
Subject: Transmission System Data

File: T2.1

### URGENT

On February 1, 1948, Dave Borst sent you a memorandum requesting data on your present R. F. transmission methods. It appears that very few stations have as yet made the surveys requested. We realize that examinations are very close, but it is very vital that we receive some information before the stations close for the summer. The FCC hearings on carrier current broadcasting are expected to start in August, so in order not to jeopardize our position with them, we wish to present a 100% accurate report on the following:

- (1) Frequencies in use for each transmitter
- (2) Type of frequency control
- (3) Power input to final in watts (plate volts x Plate current)
- (4) Sketch of type of coupling to transmission medium  
(Show from final tank to distribution means in buildings, wiring, steam pipes, etc.)
- (5) Type of transmission medium and distribution means in buildings  
(This may be noted on sketch) Example: Twisted Pair--  
110/2200 a. c. wiring
- (6) Approximate number of buildings fed by each transmitter

If at all possible, we wish to have field strength measurements around your campuses noted in the previous memo. However, we realize this is quite a task due in the most part to the availability of measuring instruments. In some cases local broadcasting stations or engineering consulting firms may loan equipment gratis or for a slight fee. If you wish further information on gaining data write the I. B. S. Engineering Department.

We wish to stress, however the urgency of receiving the answers to the six questions above. Field strength measurements may wait but we must have the data on your present system for the FCC. A favorable presentation of our case to the FCC is of utmost importance.

If you have already sent in your data please disregard this memo, and accept our thanks for completing your portion of the survey.

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Figure 1. The effect of the concentration of the *Agrobacterium* strain on the transformation efficiency of *Agrobacterium* strain 104. The concentration of the *Agrobacterium* strain 104 was 10<sup>6</sup> cells/ml (A), 10<sup>7</sup> cells/ml (B), 10<sup>8</sup> cells/ml (C), and 10<sup>9</sup> cells/ml (D). The concentration of the *Agrobacterium* strain 104 was 10<sup>6</sup> cells/ml (A), 10<sup>7</sup> cells/ml (B), 10<sup>8</sup> cells/ml (C), and 10<sup>9</sup> cells/ml (D). The concentration of the *Agrobacterium* strain 104 was 10<sup>6</sup> cells/ml (A), 10<sup>7</sup> cells/ml (B), 10<sup>8</sup> cells/ml (C), and 10<sup>9</sup> cells/ml (D).

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1. Record transmitter final r.f. stage plate current and plate voltage. Record r.f. current into r.f. line(s) and r.f. voltage across line(s). (If more than one transmitter, record values for all transmitters as testing proceeds. If you have any linear r.f. amplifiers, to boost r.f. on the line at some point, record plate and line currents and voltages as above. Note whether r.f. amplifier is operating Class A or Class B).

II. On a large scale map of the campus area, (indicate approximate scale if unable to procure a scale map) record the following data; noting the direction in which the maximum signal is observed at each point where a reading is taken:

In daytime:-

1. In each dormitory measure campus station signal strength. (It is a good idea to take readings on several floors, and indicate the maximum and minimum readings obtained in each dorm.)
2. At a central point among the dormitories measure the field strength of each local station.
3. Measure field strength of campus station at at least 2 or 3 points along each major line of the r.f. transmission system. Make from two to five readings at each point by moving away from the line until the signal level drops to 15 microvolts per meter, or begins to increase due to proximity of other r.f. lines, etc.
4. Measure field strength of campus station at at least 2 or 3 points along all secondary (115/230w circuits) lines that are coupled into and which therefore carry your r.f. Take from 2 to 5 readings the same as in step 3. Note distances if map not to scale.
5. At at least 4 points outside of the campus area, and be sure to go in each major direction away from the campus, measure the signal of your campus station where it can be picked up. Indicate also the location of all high voltage feeders which radiate your signal as they approach or leave the campus. Take readings to indicate the amount of radiation from these feeders the same as you previously did when checking your own r.f. lines in step 3.

Note:

During these tests make sure that you actually have your own station and not an interfering station on the same frequency. If the strength of other stations on your frequency is appreciable, move your station to a nearby channel which is free of such interference for the tests, (or permanently if justified). If it is not possible to find a channel where other stations during the day are weak enough, then you will have to make your measurements when no other station is on the air. This may only occur very late at night, between 1 or 2 AM and 6 or 7 AM.

At Night:-

1. During normal evening broadcast period repeat some of the readings taken in 1, 2, 3 and 4 for comparison. You will probably not be able to repeat your readings down around 15 microvolts per meter because of the greater signals put in by other stations on your channel due to the night-time sky-wave effect.

III. Note noise level and level of other stations on your station frequency at various times at day and evening up to midnight (your station will of course be off the air for this test).

IV. Use an colored pencil on the campus map the lines arising on your campus, and the route of your r.f. lines.

V. Make a separate schematic diagram of your r.f. transmission system from transmitter tank to each coupling point showing all types of coupling used. Indicate which lines are above and below ground.



## INTERCOLLEGIATE BROADCASTING SYSTEM

## MEMORANDUM

December 13, 1943

TO : STATION MANAGERS OF MEMBER STATIONS - Trial and full Member  
 Attention: TECHNICAL DIRECTORS  
 FROM : I. B. S. ENGINEERING DEPARTMENT  
 Herbert B. Barlow, Jr., 1725 New Hampshire Ave., N.W., Washington 9, D.C.  
 SUBJECT: Field Strength Data

To date we have heard from only a relatively few of our stations with regard to field strength measurements. Perhaps you do not realize that the future of your station is at stake. We in national IBS are going to represent you before the Federal Communications Commission, but we can't do a good job unless we receive cooperation from every station in the System.

To recount what we desire:

1. A diagram of your r.f. distribution system.
2. A diagram showing coupling between your transmitter(s) and r.f. lines.
3. The power input to the final stage of your transmitter(s) and r.f. amplifier(s), linear type (a few stations use these at the ends of r.f. lines to boost r.f. power).
4. The r.f. power input to your r.f. lines (in many cases this differs considerably from the power input to the transmitter final; there may be a dummy load absorbing power besides the usual efficiency of the final stage to consider).
5. Type of frequency control of your transmitter(s).
6. FIELD STRENGTH DATA.

In order to furnish the field strength information as required by item 6 above, we have suggested that the stations participate in a cooperative purchase plan for the purchase of approved type field strength meters. In some cases certain stations have access to acceptable types of field strength meters, and some have told us so. If this is true in your case, tell us so. In answer to the question "What does approved type mean?", let me say that the F.C.C. requires that all measurements must be made with a loop antenna below 10 mc. This immediately rules out the Ferris Model 32B, which is quite widely available, unless it is equipped with an auxiliary loop antenna, which is sold as an accessory. Readings taken using the vertical rod which comes with this meter are not precise enough for our purposes, and to satisfy the FCC. The r.f. field being measured by rod from radiation from more than one source. Taking readings with a loop permits reading the contribution from each radiation source; the rod antenna gives readings only of the resultant field which may be less than the individual fields which make it up.

Now don't be reluctant in turning in data to us that show you are illegal under the present regulations. In many colleges, we have heard that it is impossible to put a decent signal into the dorms and remain legal. This would seem to indicate that the present law should be revised to give us a greater level of legal radiation. However, in some cases excessive radiation may be due to an inefficient transmission system, therefore it is imperative that we know in detail what your transmission system consists of when you submit your field strength data. In any case, your reported data will not be used against you by the FCC, for the college and station names will be held in strictest confidence by the IBS.

Briefly, your field strength data should give readings in the dormitories as well as readings outside at various distances away from the dormitories and power lines and r.f. lines which make up the campus power distribution system and your r.f. distribution system. Such readings must be as accurate as possible, and I reiterate again the necessity of using an approved "loop type" meter. Homemade types are useful in preliminary work, but do not give acceptable readings, since they are merely comparative.

If you have any concern for the future of your station and that of college radio as it exists today, let us have your cooperation! We are only asking that



To: Station Managers: Attention: Technical Director

you help us get data and in the future that you maintain whatever is prescribed as legal radiation. Your \$67.50 for a share in a field strength meter is a continued investment, for it will be the duty of stations to maintain the legal radiation of their r.f. system, and this only can be done by periodic checks. Standard broadcast stations are charged with the duty of maintaining legal radiation in any instance, and if they do not, they must answer to the FCC. So must campus stations if they operate with illegal radiation. This project is of great importance. Thus, if you do not have access to the approved type Federal or RCA field strength meters, it does not seem to be asking too much for each station to buy a share in a meter.

At any rate, LET US KNOW where you stand on the matter. Return the form attached to my October 9 memo, or write me. My address is given at the start of this memo.

I am enclosing standard procedures for taking field strength measurements which should answer any questions you have along these lines. I am also enclosing excerpts from recent replies to questions which have come in from various stations. Some of these questions may have occurred to you, and these excerpts will answer them in greater detail than was possible in this memo.

Below is given summary of what has been heard so far from the stations about the various aspects of this project. How do you stand?

U. of Alabama	Have no meter, but report they desire one. Have sent no data.
Amherst	Will purchase share of meter early in 1949. Have sent in complete data on r.f. system except for field strength readings.
Bard	Considering purchase of share of meter.
Brown	Report no funds available for purchase of share of meter. Have sent in complete data on r.f. system, except no f.s. readings.
Carnegie Tech.	Believed to have a meter, make not known.
Cornell U.	Have access to a meter constructed by a Physics professor. Are making a survey of field strengths on their campus. Have submitted no data about their r.f. system.
Creighton U.	Have an RCA 308B meter. Have submitted complete data about their r.f. system including field strength readings.
U. of Illinois (Galesburg)	Have purchased one share in a field strength meter. No data.
MacMurray College for Women	Have sent in complete data on r.f. system except for field strength data. Can't afford meter.
Oliver Nazareth	Have access to a meter, but have not sent in data about their r.f. system including field strength readings.
St. Lawrence	Have purchased one share in a field strength meter. No data.
U. of South Carolina	Have no meter, but report they desire one. No data sent in.
Swarthmore	Have access to approved meter. Promise to send in data, also take data at college stations in area: Haverford, Lehigh, Lafayette, etc.
Union	Have borrowed meter from a local broadcast station and taken readings but have not yet submitted them to IBA.
Wesleyan	Can't afford meter.

(Signed) Herbert C. Taylor  
Representing Director

HBB/OPA

P.S.

Since typing the above message Oliver Nazareth has sent in field data for a field strength meter. I hope that all the other stations will also be encouraged which will make the project a success.



INTERCOLLEGIATE BROADCASTING SYSTEM

File: T 2.1

January 3, 1949

Excerpts from recent Engineering Department correspondence regarding field strength measurements and new Federal Communications Commission regulations.

From George Abraham, Nov. 18, 1948 to Hale Aarnes, Radio Education Department, Stephens College:

Wired-wireless: The transmission of electromagnetic intelligence between two or more points by means of a conducting path and an induction field.

Wired-wireless broadcasting: The transmission of modulated electromagnetic waves over a system of conductors to provide limited-area reception within the induction field surrounding the conductors.

"One may draw a comparison between a standard broadcasting station and a wired-wireless broadcasting station in the following way. A standard broadcasting station has a short wire link between transmitter and antenna and a relatively long space or radiation distance between the antenna and the receiver. The wired-wireless station on the other hand employs relatively a long wire link (transmission system) and a comparatively small space region in which the radio frequency signals may be heard."

From Herbert Darlow, December 27, 1948 to Mr. George Snyder, Director of Radio, Olivet Nazarene College:

"We have received your check for a share in the field strength meter and wish to thank you.....To date response from the stations in IBS has been very sparse amounting to only a dozen of which four have indicated they will buy or already have bought a share in the meter project. Of the remaining eight, four indicated they already had or could obtain instruments and four did not have the money available,

not

".....I must state that there is at present a new low power arrangement, for the FCC has not published their recommendations for new rules governing carrier current broadcasting. However, in general we feel that the present radiation limit is purely arbitrary and inadequate for the majority of campus stations and should be raised. Even if an input power to the transmitter were specified, it too would not properly define the radiation. Thus as far as the radiation aspect of the new rules is concerned we must be able to present at the time of the formal hearings sufficient data to maintain our position. Without data we will be at a loss, but try and convince the stations of that fact! If they agree to maintain on a broadcasting basis they must pull together in the common cause."

From Herbert Darlow, December 27, 1948 to John Swanson, Representative for the Southern IBS Region:

"Our field strength meter cooperative plan is bogging down with the reluctance of the stations to reply. In a recent memo you indicated that WWWP and Alabama were willing to go along with the plan if there would be a continued use of the instrument. As far as WWWP is concerned they have informed us that they have a meter available from a local station which is O.K. But with regard to Alabama I wish you would tell them that while we want to get an immediate response of their radiation, etc., it will be necessary to periodically check the stations radiation in order to be sure the station stays within the limits set. This can be compared to the supervision that an ordinary broadcasting station has to give to their field strength pattern. There are too many variables involved to be sure that a station is always legal, and then of course, there is the constant possibility that a station will modify its parameters and then a recheck becomes even more necessary....."



I wrote the chief engineer that his plan was not too well thought out. You say you thought of the same thing anyway through some experience in the lab. The conclusion reached was that it was not practicable to have the stations attempt such a project for they could not get the same accurate results that would be obtained with a commercial model. It is very important when you are trying to compare technical information from a large number of sources. And then I can not see where \$67.50 is so much, for to build one of your own it would cost at least \$45. Then, we should consider the time involved. It just doesn't add up."

From George Abraham, December 10, 1948 to Ted Conant, Engineer, Middle Atlantic Region of IBS:

"As I mentioned, the FCC is still somewhat undecided as to the most desirable regulations that should be established for governing wired-radio, however, the trend is to establish more rigid rules than to liberalize them. As you know, carrier-current communication has many other applications than that which is employed by our campus stations. In order that the carrier-current broadcasting may be set up as a special category, i.e., one which provides a limited area public service vs. one which provides communication between two or more points, it is important that a well-planned case be presented by those of us who represent IBS and college radio at the hearings. Toward this end, it is important that the cooperation of representative stations be enlisted so that sufficient data can be available to back any claims or requests by IBS for more adequate rules, particularly with regard to the field strength limitation. By keeping anonymous the identity of the stations involved in the tests, I feel that conclusive data can be presented without implicating the stations one way or another. As a number of types of transmission systems are utilized by the stations in IBS it is important that data be obtained concerning those systems."

Memo from Herb Barlow to Dave Borst dated December 18, 1948:

"The proposals in the licensing of the stations have passed the Legal Dept. of the FCC and are now in the Commissioners' Offices. Won't be long now!"

From Herb Barlow, November 4, 1948, to John Steketee, WXBC:

"You pose a problem that will undoubtedly come up in many instances, that of a campus station situated "in the wilderness" so to speak, or at any rate away from any dense population.

"...The FCC will have cognizance over Bard as they do (over) Columbia U. located in the heart of upper Manhattan. At the present time the enforcement of the present regulations...seems to be at the discretion of the Field Engineer in charge of your area, and it has been this man's policy in the past not to interfere or even bother to check a station unless he receives a complaint or interference. However, we expect that as a result of the new rules that will be promulgated in the near future.... more care must be exercised to stay within the limits specified for radiation, and in fact we expect that the radiation pattern (may) have to be submitted to the F.C.C....not only will an initial check have to be made, but we expect that an annual report (may) have to be submitted ....Thus, access to a field strength meter will be necessary at all times in the future in order for a station to regulate itself in accordance with the regulations; that is why we wish the stations to invest in some meters. And as far as your particular case is concerned, you are not necessarily exempt by being in a non-interference area. The rules apply to all and in the view of maintaining good relations with the F.C.C. we want every one of our stations to comply with the regulations (both present ones and future ones) as soon as possible. I understand your anxiety to come within an exemption class, but I am afraid that is impossible."

Prepared by: David W. Borst Jan. 3, 1949

INTERCOLLEGIATE BROADCASTING SYSTEM

WASHINGTON OFFICE

March 14, 1949

To: IBS Station Managers

Subj: National Publicity

Bob Fuhrman, station manager of the IBS Station WWBN, at Bethany College, Bethany, West Virginia, has been in contact with several picture magazines with a view to encouraging further national publicity on IBS stations. He intends such publicity to be of the type that will encourage national advertising as well as be of benefit to the stations involved.

Bob plans to present basic material and photographs on the stations to the magazines during his spring recess. Before that time he would like to have photographs and other information on a number of IBS stations, which he will request directly.

Any assistance that you can provide him in this matter will be appreciated.

*George Abraham*

George Abraham  
Chairman





Radio Station WVBW  
Bethany College  
Bethany, West Virginia  
March 19, 1949

To IBS Station Managers:

As explained in the attached memorandum, I am trying to influence one or more national picture magazines to do feature articles on IBS. The more favorable publicity we get, in national magazines as well as trade publications, the easier it will be for us to get national, and local, advertising. Publicity for IBS will also be of value to those of us who hope to enter the broadcasting industry.

With this idea in mind, I am soliciting photographs and data from IBS stations. I am particularly interested in the following types of photographs:

1. Pictures of special events broadcasts (remotes)
2. Pictures of broadcasts featuring nationally known figures
3. Pictures of student reaction to programs, or incidents brought about by programs
4. Pictures, of anything connected with the station, that have national news interest.

These pictures should demonstrate the photographic possibilities of college radio and help me bring out the fact that it would make a good picture story. Although there is a possibility that a magazine may use some of the photos submitted, (and pay the photographers nominal sums) it is more likely that, if interested, they will send out their own photographers. If you think up a good "angle" for your station, or if there is a special event coming off this spring, please let me know about it and I'll try to get a magazine to cover it.

Please reply as soon as possible as I hope to bring pictures and data to New York with me during the spring recess.

*Bob Fuhrman*

Bob Fuhrman







# INTERCOLLEGIATE BROADCASTING SYSTEM

507 FIFTH AVENUE, NEW YORK 17, N. Y.  
708 Second Ave.  
Scheneectady 2, N.Y.

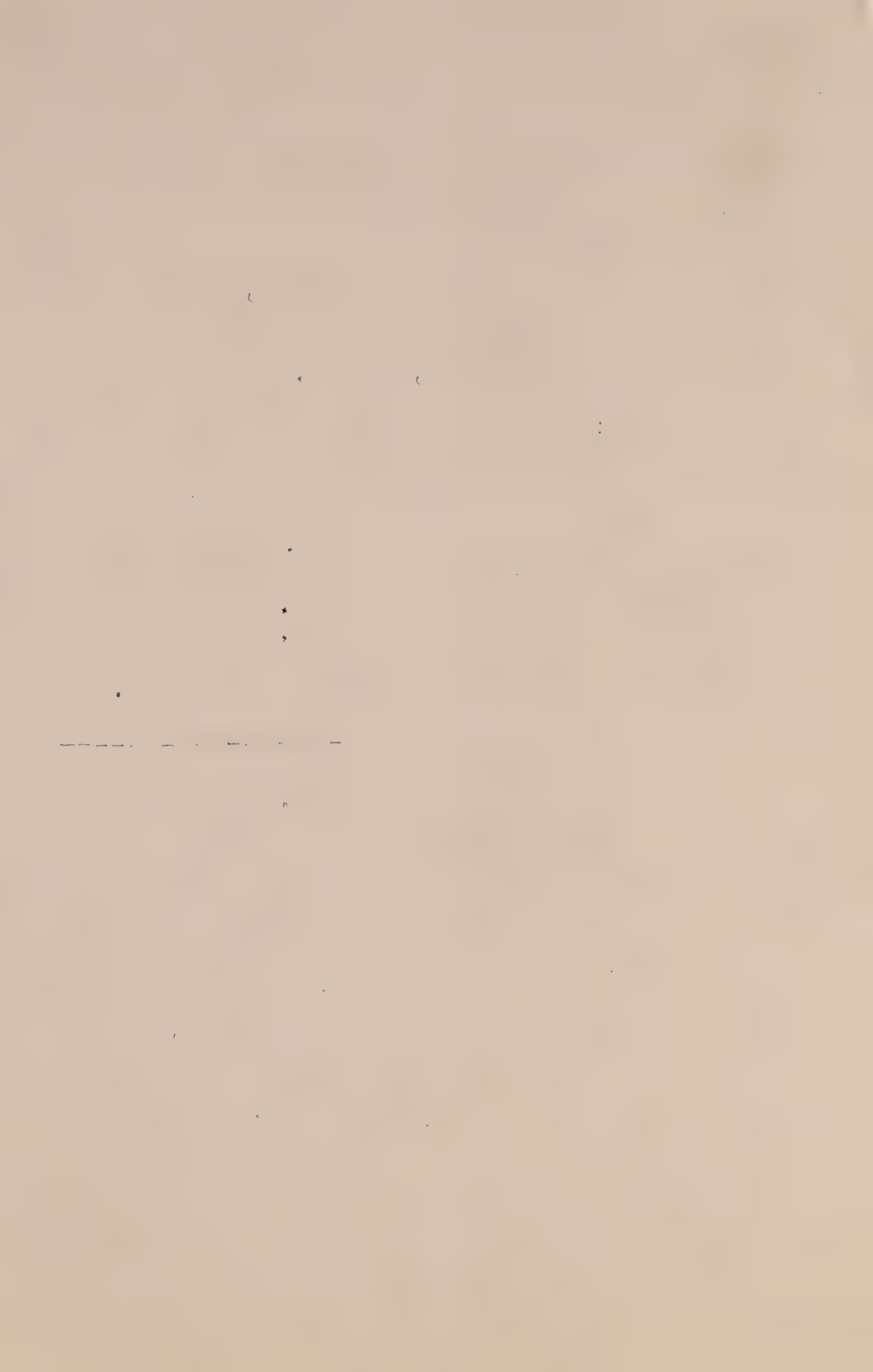
April 2, 1949

Station WHRC  
Haverford College  
Haverford, Penna.

For: Membership Dues

1947/8 Dues	\$ 40.00	
1948/9 Dues	40.00	
Income from Advertising		\$ 3.61
	-----	
	\$ 76.39	

PLEASE REMIT





**INTERCOLLEGIATE  
BROADCASTING  
SYSTEM**

TODD UNION, UNIVERSITY OF ROCHESTER, ROCHESTER 3, N. Y.

1 February 1950

Mr. Laurence H. Autenreith  
Secretary, WHRC  
Haverford College  
Haverford, Pa.

Dear Mr. Autenreith:

Thank you for your letter of explanation regarding WHRC's finances and the inability to pay back dues to IBS at this time. I fully appreciate your problem of operating within a restricted budget.

Under the circumstances it will be acceptable to us if the dues owed are paid in small amounts as this method has been used by several other stations in the past. Will it be possible, however, for you to pay the current dues at this time? If you can see the way clear to paying the fall dues for 1949/50, and the spring dues (also 1949/50) in the next few months it would be most helpful. Billing for the spring dues is now going out.

If you can keep your dues on a current basis it will be greatly appreciated as IBS too has a budget. If budgeted income can be maintained it will be advantageous to all concerned.

On the enclosed bill you will find the delinquent dues listed separately from the current dues.

Very truly yours,  
INTERCOLLEGIATE BROADCASTING SYSTEM

*George I. McKelvey III*  
George I. McKelvey III  
Business Manager

encl.

**Executive Officers**

GEORGE ABRAHAM, Chairman  
DAVID W. BORST, Operations Manager  
GEORGE I. MCKELVEY III, Business Manager  
HERBERT B. BARLOW, Engineering Director  
ANATOLE BROWDE, Station Relations Manager

**Board of Directors**

HOWARD C. HANSON, Program Manager  
ROGER CLIPP, General Manager, WFIL, Philadelphia, Pa.  
JOHN C. CRABBE, Director of Radio, College of the Pacific, Stockton, California  
GUY DELLA CIOPPA, Assistant to Chairman of the Board, Columbia Broadcasting System, Hollywood, California

FRANKLIN DUNHAM, Chief, Educational Uses of Radio, Federal Security Agency, Washington, D. C.  
ROBERT B. HUDSON, Director of Education, Columbia Broadcasting System, New York  
LEO MARTIN, Chairman, Radio Department, University of Alabama, University, Alabama  
MORRIS NOVIK, Executive Secretary, National Association of Educational Broadcasters, New York  
JUDITH WALLER, Director, Public Service Department, National Broadcasting Company, Chicago, Illinois  
HAROLD WEISS, Director of Radio, Southern Methodist University, Dallas, Texas







*Bethlehem, Penna.*

U40

kc.

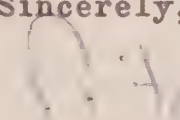
October 20, 1961

WHRC  
Haverford College  
Haverford, Pa.

Dear Larry,

Thanks for your letter of the 12. Welcome aboard!  
We will be looking forward to your tapes. Are you going  
to send us a blank reel so we can return to you tapes  
of interest. This ~~is~~ is stated in the agreement and  
would greatly facilitate things. Thanks.

Sincerely,

  
Fritz Kass





With all outstanding bills paid the financial status of WHRC as of April 14, 1962 is as follows:

ITEM	BUDGET	SPENT	BALANCE
<u>Technical</u>			
Maintenance and Repairs	\$ 96.00	\$ 52.03	\$ 37.97
New Equipment			
Tools	5.00	2.92 <sup>26</sup>	2.08
Locks	3.00	2.85	0.15
Slave Repair	10.00	XXXX	10.00
		<u>7.58</u>	<u>2.42</u>
<u>Total Technical</u>	\$ 108.00	\$ 57.80	\$ 50.20
<u>Production</u>			
Records			
Columbia	\$ 85.00	\$ 17.00	\$ 68.00
Records not under Contract	20.00	XXXX	20.00
Tapes	10.00	XXXXXX	10.00
<u>Total Production</u>	\$ 115.00	\$ 17.00	\$ 98.00
<u>Operating</u>			
Phone	\$ 50.00	\$ 35.93	\$ 14.07
Publicity	10.00	2.50	7.50
Special Events	10.00	XXXXXX	10.00
Secretarial Supplies	5.00	XXXX	5.00
Petty Cash	5.00	XXXX	5.00
<u>Total Operating</u>	\$ 80.00	\$ 38.43	\$ 41.57
<u>Total Expenses</u>	\$ 303.00	\$ 113.23	\$ 189.77

27.00  
15.00  
25.00  
67.00  
10.00  
57.00



W H R C

Budget for the Spring Semester of the 1961-62 Year  
February 13, 1962

Technical

Maintenance and Repairs	\$ 80.00
New equipment	
Tools	5.00
Locks	3.00
Slave Repair	<u>10.00</u>
<u>Total Technical</u>	\$ 98.00

Production

Records	α
Columbia Contract (classical, five quarters)	\$ 65.00
Records not under contract	10.00
Tapes (several)	<u>10.00</u>
<u>Total Production</u>	\$ 75.00

Operating

Phone (5 months)	\$ 50.00
Publicity	10.00
<i>Special Events</i> Secretarial Supplies	<u>5.00</u>
Petty Cash	<u>5.00</u>
<u>Total Operating</u>	\$ 70.00

Total Expenses: \$ 243.00

Anticipated Revenue

Sale of records and spare parts	\$ 10.00
---------------------------------	----------

Total Grant Request

\$ 293.00

Respectfully submitted,

*Lawrence Auer*

Lawrence Auer  
Business Manager

a. \$ 68.00 of this money was budgeted but not spent last Semester.





WHRC BOARD OF MANAGERS

STATION MANAGER:

Dick Unger 93 Ll. MI 2-8153 (K)

PROGRAM DIRECTOR:

Fred Wightman Day LA 5-5621 (K)

TECHNICAL DIRECTOR:

~~Roger Kohn~~ <sup>Scoll</sup> 35 SH. MI 2-5196 (K)

TREASURER:

~~Larry Auer~~ <sup>Bates</sup> 27 SH. MI 2-9516 (K)

LIBRARIAN:

Terry Belanger 211 B. MI 9-3750 (K)

SPECIAL EVENTS:

~~Jack Williams~~ 21 Ll. MI 2-9161 (K)

SECRETARY:

Bill Beik 217 B. ---

PUBLICITY DIRECTOR:

~~Berry Barlow~~ <sup>Chris Glass</sup> 25 SH. ---

ADVISOR:

~~William C. Davidson~~ <sup>Benham</sup> --- MI 2-5385

Dick Unger  
93 Floyd



MINUTES OF THE WHRC BOARD MEETING HELD FEBRUARY 20, 1962

The meeting was called to order by Dick Unger at approximately 7:40 P.M. The current renovations of the station were discussed, as well as the plans for expansion. The most immediate problems are the rebuilding of Studio R and the checking of the line to Barclay, which is considered important as our largest source of listeners. Both projects are under way. Also in the offing is a series of various changes in our obsolete equipment.

Plans for extending our coverage to the other dorms and off-campus houses were discussed. Inquiries will be made about obtaining surplus transmitters from General Electric. The possibility of going FM is also being studied with a view to having plans ready for a Fall request for capital expenditures to the Student Council.

The matter of record borrowing and theft was brought up, and it was decided that no one will be permitted to borrow records except the Music Department. It was also suggested that a sign-up sheet be provided for those who borrow records anyway.

It was decided that no unexcused cuts will be allowed and that any staff member ~~who misses a program~~ who misses a show without providing a substitute will be dropped. It is legal, however, to find a replacement in the event of an "excused" absence.

There will be a meeting of the general staff of WHRC on Tuesday, February 27 at 10:30 P.M.

At this point your loyal secretary left to meet the cries of anguish of William Reese, who was waiting in the Union Auditorium.

Respectfully submitted,

*Bill Beik*  
Secretary

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# TECHNICAL REQUIREMENTS - WHRC-FM

## Frequency Modulation equipment:

1 ITA Transmitter, 10W (includes 10% educational discount)	\$1,140	
1 Antenna with coax cable, fittings, etc.	120	(?)
1 Relay rack (housing for transmitter)	23	*

## Audio Equipment:

1 Gate's Studioette console (wired, with preamps)	975	
1 Gate's Program Amp	80	
2 G.E. design transistorized phono preamps	30	(?)
2 Pickering cartridges (already ordered, this semester's budget)	45	
2 Tone arms (A.E., Grado, Weathers, or Gray - undecided)	80	**
3 Monitor amplifiers (Eico HF-14)	71	**
1 Monitor speaker (studio R)	15	*
1 Eico HF-12 audition amplifier	35	**
Audio cable, fittings, hardware, etc.	35	(?)

## Power Supply equipment

1 Relay rack for power supplies (present ones acceptable with only modicum of modification)	23	(?)
Romex cable, conduit, and fittings for power leads (present wiring haphazard and unsafe)	20	(?)

\* - maybe can get cheaper

\*\* - 10 to 20% discount on these prices - for sure.

(?) - estimate

TOTAL \$2,692

Respectfully submitted,

Richard Van Berg  
Chief Engineer, WHRC





# GATES RADIO COMPANY

A Subsidiary of Harris-Intertype Corporation



QUINCY, ILLINOIS

April 26, 1962

*Dick*

Mr. David T. Bates  
Radio Station WHRC  
Haverford, Pennsylvania

Dear Mr. Bates:

Thank you for your kind letter requesting information on the studioette console.

The Gates studioette is a four channel mixing console designed to provide complete flexibility in a small console. Switching facilities normally supplied allow these four mixing channels to handle up to thirteen inputs. In addition, three utility keys are supplied which can be used to increase the console flexibility. The studioette is completely self-contained with power supply and monitor amplifier mounted internally to simplify installation.

*///* The studioette is priced at \$950.00 and for Haverford College this price is quoted f.o.b. your campus. *///*

The Gates Radio Company would be pleased to quote our short form contract to Haverford College. This contract requires a 25% down payment and the balance payable in twelve equal monthly payments, or less, with minimum monthly payments of \$50.00. The financing charge is one-half percent per month.

Thank you, Mr. Bates, for your inquiry on the Gates studioette console. I will be very pleased to make up a contract and enter your order for Haverford College. If in the meantime you should require more information, I trust you will feel free to call upon me.

Sincerely,

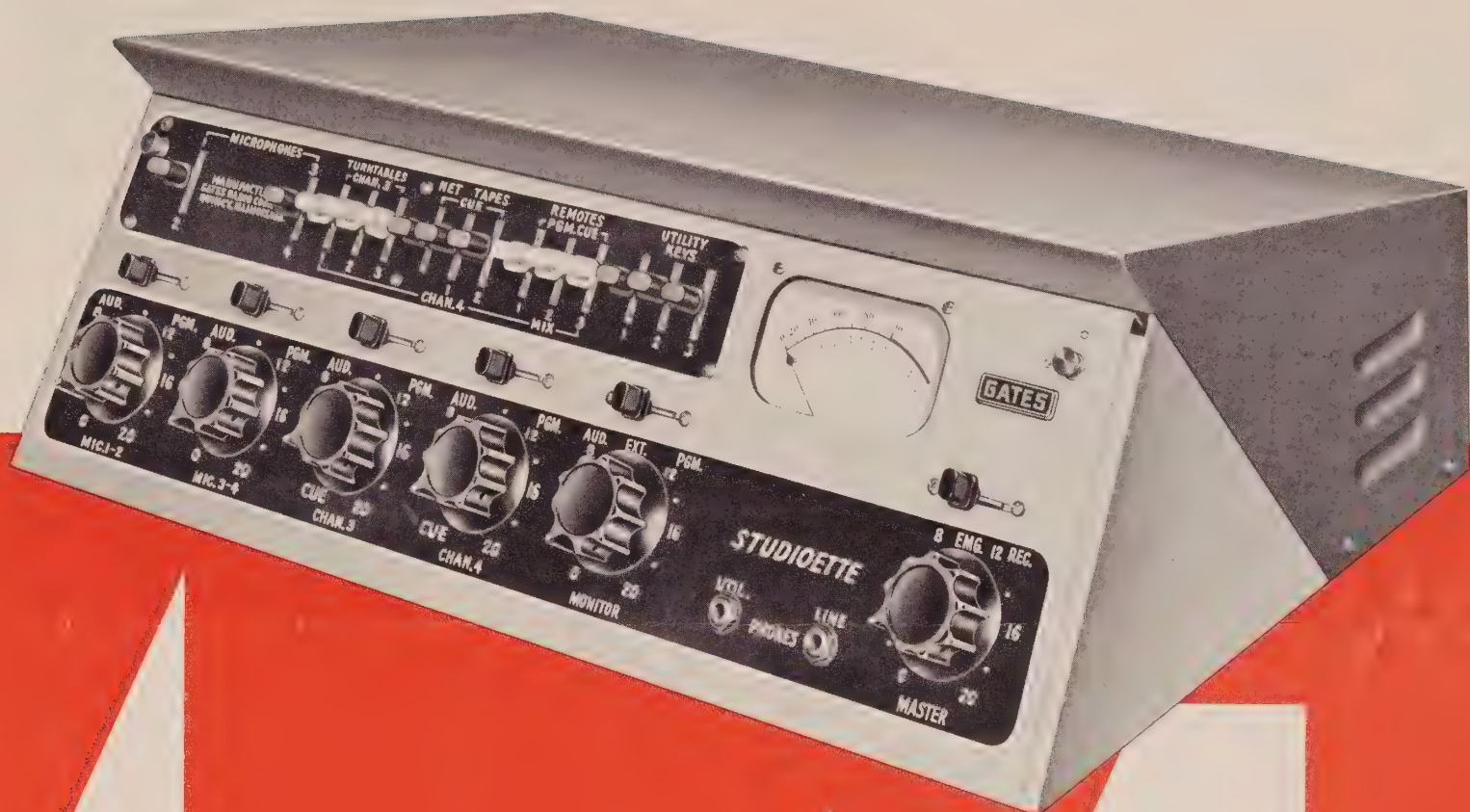
*Norman A. Peterson*

Norman A. Peterson  
Manager - Audio Sales  
NAP:mc

*I've told them to hold off on this*







**GATES**

STUDIOETTE

4-CHANNEL AUDIO CONSOLE



# GATES

## STUDIOETTE

### 4 - CHANNEL AUDIO CONSOLE

The Gates Studioette is a perfect blending of workhorse versatility and functional design for modern styling. Here, an unusual generosity of controls, new performance standards, service ease and smart commercial appearance are combined with quality engineering and materials to satisfy the most demanding broadcaster.

The Studioette condenses big console facilities into the ease of four mixing channels.

Four channel, step type mixer with generous key switching facilities accommodates four microphones into two preamplifiers, three turntables, two tapes or projectors, network and three remote lines. Three utility keys are provided for your individual needs. The Studioette also includes a high gain program amplifier, 10 watt ultra linear monitoring amplifier, dual muting and warning light relays, 4" illuminated VU meter, complete cueing facilities for turntables, net, tapes and remotes, and output emergency key.

Below, lid is completely removed. Front panel hinges out to reach every "behind the panel" component. Cleaning the step type controls or replacing the meter lamp can even be enjoyable. The amplifier deck hinges up so that muting relay contacts are at finger tip when touch-up burnishing is required. Tubes may be slipped out for checking in half the time with less chance of breakage.

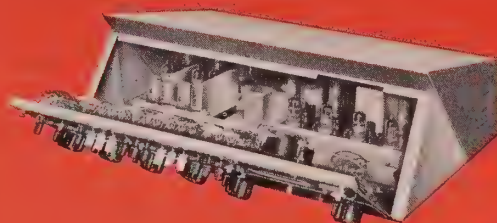
Below is the reverse view of the illustration on the left. Here the wonderful uniformity and reliability of printed wiring tells the obvious story of excellence. Each amplifier is always the same as each wire is always in the same errorless place with no possibility of insulation chafing or deterioration. In servicing, there is no maze of wires winding under and above components. The chance of rosin joints is essentially eliminated with the machine soldering technique in printed wiring.



### SPECIFICATIONS

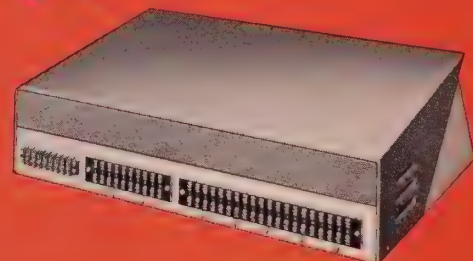
**MIXING CHANNELS:** There are four mixing channels. Each is key selected to either the program or audition bus. The audition bus also feeds an external pair of terminals for recording, etc. Each mixing channel is low impedance and has a step type control having 20 steps of 2 db. Channels 3 and 4 have cue position at infinity or off position of the mixer. The block diagram excellently illustrates the function of the mixer as related to circuit control.

**PREAMPLIFIERS:** Two are supplied as standard equipment. Space is allowed for a third M5215 preamplifier which may be added, when needed, in a few minutes. As three unwired spare (utility) keys are part of the Studioette front panel complement, the third preamplifier may accommodate two more microphones and connected as one leg of the 3-input turntable channel. As space is also provided for two more muting relays, the extra preamplifier is compatible with the speaker muting requirement.

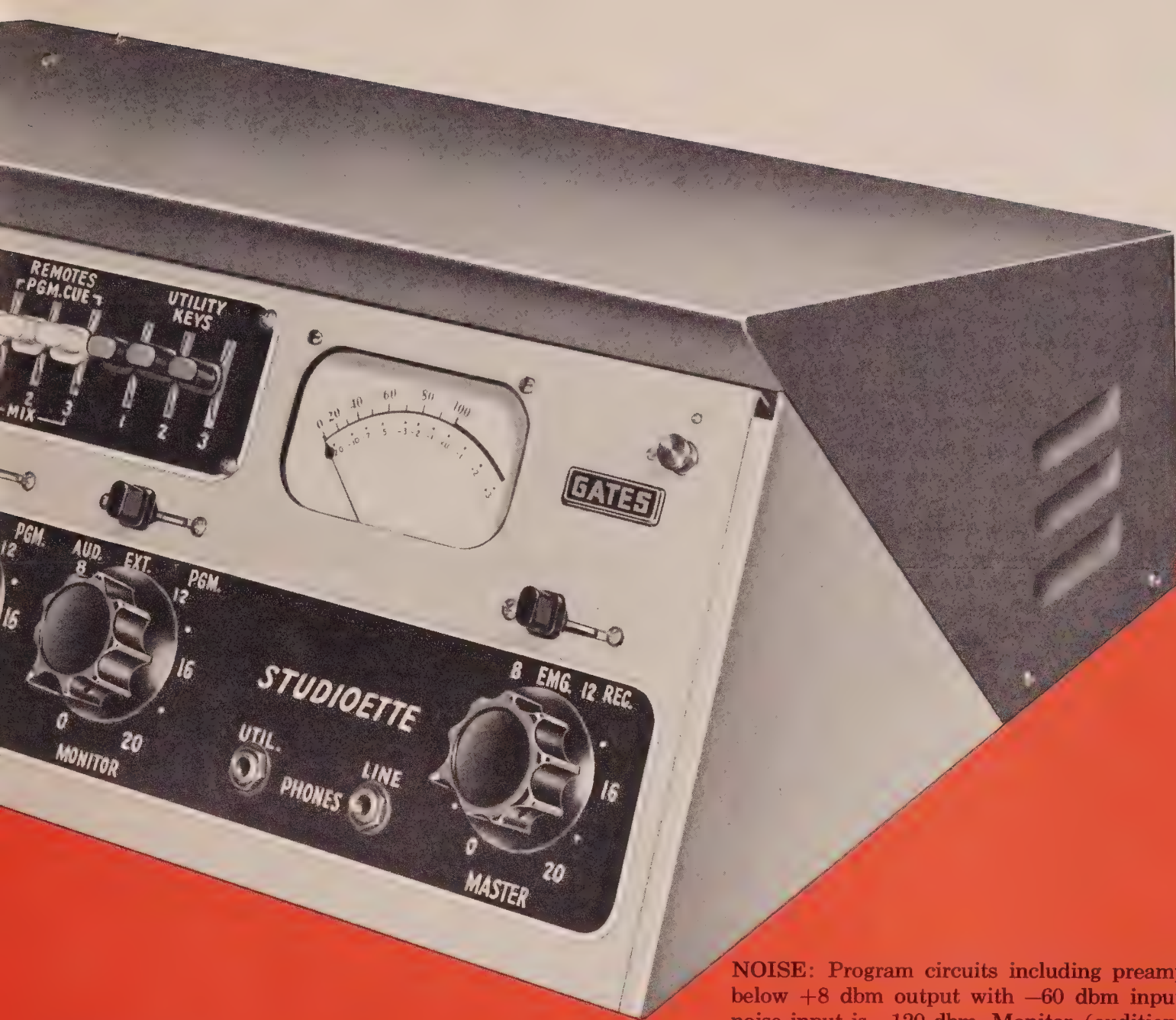


The front panel hinges to the cabinet base.

Studioette — Rear view.







#### IMPEDANCES:

Input to preamplifiers, 30/50 and 150/250 ohms.  
 Turntable inputs, 150/250 ohms.  
 Tape, network, remote line inputs, 500/600 ohms.  
 Program line output, 500/600 ohms.  
 Monitoring amplifier output, 8 and 16 ohms.\*

\*When monitoring amplifier is used as emergency program amplifier, a bridging pad converts to 500 ohms impedance. Also may be used with ZY2003 speaker matching transformer where 500 ohms to speakers is desired (see Index "Speaker Matching Transformers").

- GAIN:** (a) Any preamplifier input to program line output 103 db.  $\pm 2$  db.  
 (b) Any preamplifier input to monitoring amplifier output 140 db.  $\pm 3$  db.  
 (c) Any turntable, net, tape or remote line input to program line output 63 db.  $\pm 2$  db.  
 (d) Any turntable, net, tape or remote line input to monitoring amplifier output 100 db.  $\pm 3$  db.

**NOTE:** Gain of monitoring amplifier is reduced by a fixed pad when operating from output of the program line.

**RESPONSE:** Program circuits  $\pm 1\frac{1}{2}$  db. 30-15,000 cycles. Monitor (audition) circuits  $\pm 2$  db, 30-15,000 cycles.

**OUTPUT LEVELS AND DISTORTION:** Program line maximum of +8 dbm at 1% or less distortion. Monitoring amplifier maximum of +40 dbm (equivalent to 10 watts) at 1% or less distortion.

**NOISE:** Program circuits including preamplifier, 60 db below +8 dbm output with -60 dbm input. Equivalent noise input is -120 dbm. Monitor (audition) circuits, 55 db below +40 dbm output.

**TUBES:** Preamplifiers, each (2) 5879.  
 Program amplifier, (3) 5879, (1) 12AU7.  
 Monitor booster amplifier, (1) 12AX7.  
 Monitor amplifier, (2) 12AX7, (2) EL84.  
 Power supply, (2) OA2, (1) GZ-34.  
**TOTAL TUBES:** 16.  
**TOTAL TUBE TYPES:** 6.

**RELAYS:** Two are supplied as standard with space for two additional relays where needed. These relays operate in conjunction with microphone keys S1 and S2 and mixing keys S12 and S13 (see functional diagram). Any muting arrangement is possible. Relay contacts are supplied for operation of warning lights as well as loudspeaker muting.

**SIZE:** 24" wide, 8 $\frac{1}{4}$ " highest point, 17" deep.

**WEIGHT:** Net weight, 55 lbs. Packed weight, 70 lbs.

**CUBAGE:** 4.6 cubic feet.

**POWER:** 115 volts, 50/60 cycles.

**POWER CONSUMPTION:** 120 watts.

**TERMINATIONS:** Numbered screw terminals.

**FINISH:** Cabinet in medium, hand rubbed, gloss gray. Panel in second tone of gray with escutcheons in anodized black and natural aluminum.



# STUDIOETTE

## 4-CHANNEL AUDIO CONSOLE

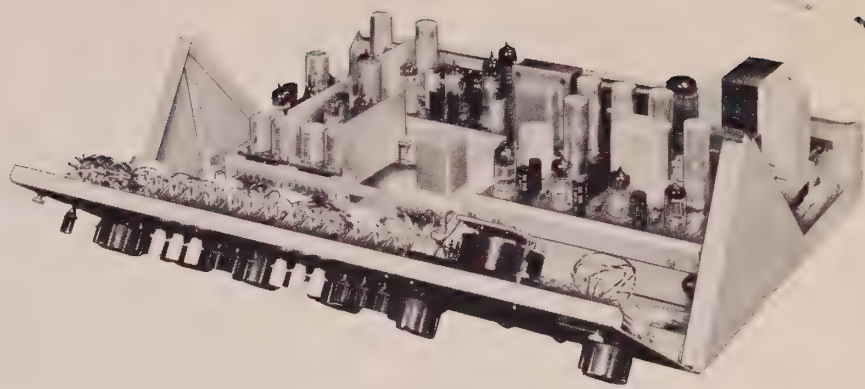
**ADDITIONAL FACILITIES** include an output emergency key where the program line may be switched to the monitoring amplifier output in case of a noisy tube, etc., developing in the program amplifier during a broadcast. A monitor selector key switches the monitoring amplifier input to: (1) program line for monitoring, (2) external terminals for external input, and (3) audition bus of the mixing system. A headphone jack is across the program line at all times. — The 4" illuminated VU meter is flush mounted. The meter is connected to the program line and indicates +8 VU at 0 scale reading.

**POWER SUPPLY** is self-contained in the Studioette and supplies all voltages for filament and plate requirements. Extra capacity is available for the optional third preamplifier and optional muting relays.

**MONITORING AMPLIFIER** is ultra linear type and delivers a full 10 watts at 1% or less distortion. Also 100% printed wiring.

**MONITOR BOOSTER:** A two-stage printed wiring amplifier between the audition bus of the mixer and input to the monitoring amplifier. This feature provides balanced level between the program and audition bus so when switching the operator needs not readjust gain settings.

**CUEING:** When mixing channels 3 and 4 are at OFF position, they automatically connect to a pair of terminals to which a cueing amplifier may be attached. The new Gates M5377 desk mount cueing amplifier is ideal for



this service and is described in the Gates catalog (see Index, Cueing Amplifier). — With this feature, all circuits feeding mixing channels 3 and 4 may be prechecked, including turntables, network, tape inputs and remote lines.

**TAPE INPUTS:** Two keys select two tape recorder inputs to mixing channel 4 or cue override. Tape inputs may be utilized for projector inputs where the Studioette is employed in TV.

**TURNTABLE INPUTS:** Three keys accommodate three turntable inputs. These keys permit switching each of three turntables to either mixing channels 3 or 4.

**REMOTE LINES:** Three keys select three remote lines in three positions: (1) mixing channel 4 for broadcasting, (2) override, and (3) program cue to the remote line.

**SPEAKER MATCHING TRANSFORMER:** Where two or three speakers are used, a speaker matching transformer is normally not required. Where more speakers are used, the A30601 matching transformer, 48 ohms to 8 ohms, is available as an optional accessory.

**NOTE:** All gain measurements are  $\pm 2$  db.

## ORDERING INFORMATION

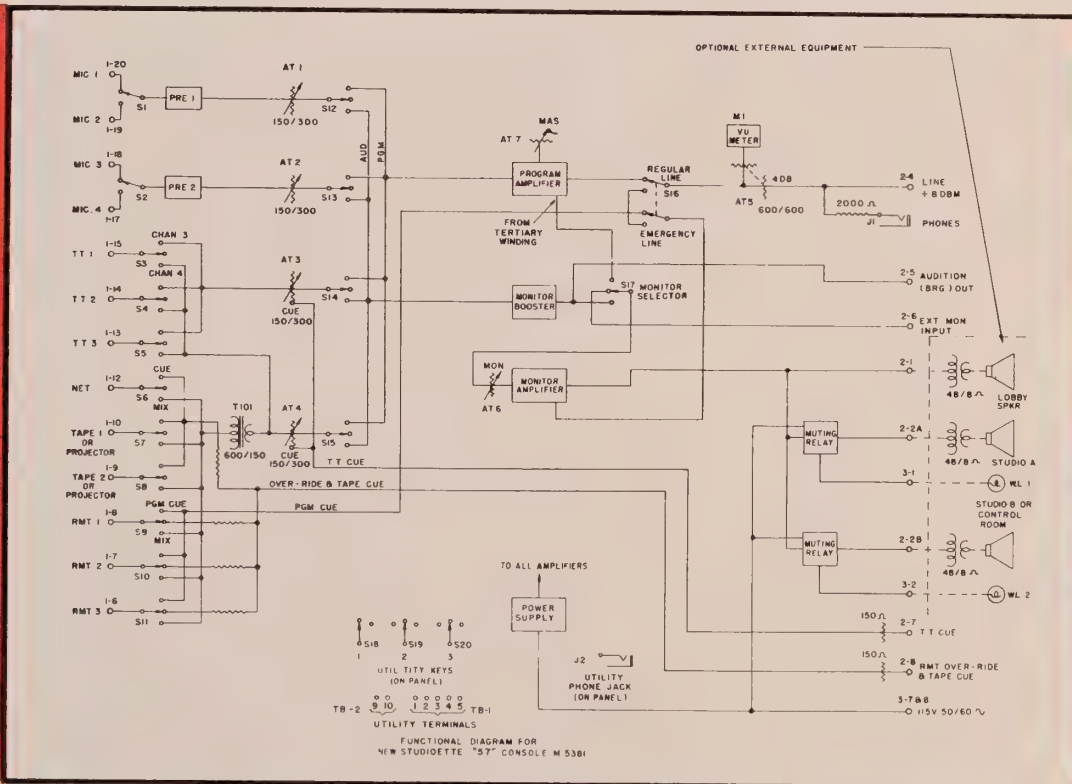
Studioette console complete with tubes, two preamplifiers and two muting relays, ready to use **M-5381**

Extra preamplifier for above ..... **M-5304**

Extra muting relay for above ..... **AK-12626**

Speaker matching transformer ... **A-30601**

Spare 100% tube kit for Studioette .. **TK-270**



**GATES**

**GATES RADIO COMPANY**

Subsidiary of Harris-Intertype Corporation

QUINCY, ILLINOIS

**HARRIS  
INTERTYPE  
CORPORATION**

Offices in: HOUSTON, WASHINGTON, D.C. In Canada: CANADIAN MARCONI COMPANY  
Export Sales: ROCKE INTERNATIONAL CORP., 13 EAST 40th STREET, NEW YORK 16, N.Y., U.S.A., Cables: ARLAB

ADV. 71

SUMMARY OF RESULTS OF QUESTIONNAIRES DISTRIBUTED TO  
STUDENTS AND FACULTY AT HAVERFORD AND BRYN MAWR RE-  
GARDING PARTICIPATION IN WHRC-FM

	Haverford		Bryn Mawr	
	Faculty	Students	Faculty	Students
1. Number polled	29	261	20	215
2. Percentage having FM receiver	81	55	75	39
3. Percentage listen- ing more than 5 hrs. per week (Haverford students: 2 hrs/week)	50	40	55	39
4. Percentage willing to work on preparation and presentation of programs	50	47	55	32
5. Percentage willing to do technical or engineering work	--	30	--	15





# GATES RADIO COMPANY

A Subsidiary of Harris-Intertype Corporation



SINCE 1922

QUINCY, ILLINOIS

"Our 40<sup>th</sup> Anniversary"  
May 9, 1962

Mr. David T. Bates  
Radio Station WHRC  
Haverford College  
Haverford, Pennsylvania

Dear Mr. Bates:

Thank you for your kind letter and your concern about Gates entering an order for WHRC.

I would be very happy to accept an order for a Studioette console, Mr. Bates, however, I did not mean to imply that I was placing an order for you. The Studioette consoles are built periodically throughout the year and an attempt is made to keep them in stock so that they will be available when orders are received. I would appreciate very much receiving your order for a Studioette but I have not entered your order as yet. I merely meant to indicate that we would attempt to have one available for WHRC when they were ready to place their order.

Thank you very much, Mr. Bates, for your interest in Gates Radio Company. I do hope you will feel free to call upon me if I can be of additional service to you in the future.

Sincerely

Norman A. Peterson,  
Manager, Audio Sales

pw





Woodstock, Connecticut

July 12, 1962

Dear Dick:

Here's Boston University's WBUR reporting in with a lulu of a description of their set-up. It's the complete station handbook, including the detailed outline of the organisation, and descriptions of the functions of each post. What more could be desired? Penn's station has yet to answer my inquiry.

It remains for us, of course, to decide the needs and requirements of our own station and our own campus, but with such aids to our own thinking as this handbook, we ought to be able to get something together.

Work towards obtaining carpeting progresses slowly. My boss, vice-president of the company I'm working for - a large one - is very interested in educational broadcasting and wants to see what he can do towards getting the company to underwrite the cost of new wall-to-wall carpeting and installation. Nothing is definite yet, though, so please keep this confidential pending final results, if any.

Did you read that the Ford foundation has decided, officially, to love educational broadcasting for ever and ever, and to support and foster its growth for the coming year? EdBcsting is #2 on its lists of priority items for 1962. Whether or not this means possible money for HRC remains to be seen. Could the administration at college be approached as to how to milk the Ford Foundation? I guss it's a mighty tall cow, though!

I heard on the radio last night a long and detailed description of Mike Werner's work in Africa with the Peace Corps. He's doing quite a job, and almost single-handedly, getting wells into a ~~Tanganyika~~ Tanganyikan village. Chalk one for Mike - before the Haverford bigdomes take the credit.

Rick writes that he is working a 60-70 hr week, and wishes that I'd stop sending him each new idea I get about the station. OK, after all I won't be the one who has to put them into practice.

See thee

ps: I've written a note of thanks to WBUR, so skip that

*DJR*

*This book has great outlines of "how-toos" for each dept. Post.*



Woodstock, Connecticut

July 12, 1962

Dear Dick:

Here's a Boston University's WBUR reporting in with a list of a description of their set-up. It's the complete station handbook, including the detailed outline of the organization, and descriptions of the functions of each post. What more could be desired? Penn's station has yet to answer my inquiry.

It remains for us, of course, to decide the needs and requirements of our own station and our own campus, but with such aids to our own thinking as this handbook, we ought to be able to get something together.

Work towards obtaining carpeting progresses slowly. My boss, vice-president of the company I'm working for - a large one - is very interested in educational broadcasting and wants to see what he can do towards getting the company to underwrite the cost of new wall-to-wall carpeting and installation. Nothing is definite yet, though, so please keep this confidential pending final results, if any.

Did you read that the Ford Foundation has decided, officially, to love educational broadcasting for ever and ever, and to support and foster its growth for the coming years? EdBasting is #2 on its list of priority items for 1962. Whether or not this means possible money for HRC remains to be seen. Could the administration at college be approached as to how to milk the Ford Foundation? I guess it's a mighty tall cow, though!

I heard on the radio last night a form and detailed description of Mike Warner's work in Africa with the Peace Corps. He's doing quite a job, and almost single-handedly, getting wells into a ~~XXXXXX~~ Tanganyikan village. Chalk one for Mike - before the Haverford oligarchs take the credit.

Dick writes that he is working a 60-70 hr week, and wishes that I'd stop sending him each new idea I get about the station. OK, after all I won't be the one who has to put them into practice.

See thee

ps: I've written a note of thanks to WBUR, so skip that

For  
"New-look"  
Outline  
of  
WBUR  
for  
Dick



Woodstock, Connecticut

July 26, 1962

Dear Dick,

I got your letter today, and, as you asked, here is the stationery by return mail. My gawd, did we come up well on that recorder deal.' Thank-you letters are certainly in order.

I understand perfectly your criticism of the freshman letter idea. I'd appreciate knowing what John Margolis told you re our "getting every break in the book" during Freshman week. I imagine it's the usual program, in which we get to address the freshmen and explain what we think we're doing, etc. Am I correct?

My efforts to get us some carpeting are out of my hands for the time being, as the fellow still has not made his move yet. You might, if you have time, see what you can do in Cleveland to milk the local merchantry of good, cheap (the two do go together, I have found out) carpeting "for the cause of educational broadcasting". I can send you measurements and what I have found out about carpeting, if you want to try. It might pay off in the long run. I'll let you know tight away if anything breaks here.

Here's V.B.'s address:

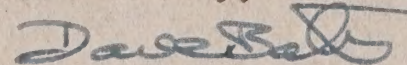
Mr. Richard P. Van Berg UNH-4892  
925 Hereford Drive  
Akron 3, Ohio

Please let me know what you and Rick decide when and if you get together. I'm curious....

And, like, don't sweat.....

Doc. Reiner  
10:00 A.M.

yours truly,

  
Dave Bates



Woodstock, Connecticut

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Dave Bates

Bob Kline  
1000 N